

# The NATIONAL UNDERWRITER

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—The National Weekly Newspaper of Life Insurance—

August 23, 1958

## Former Committee Blasts NALU Decision To Give Up Site; May Issue A Pamphlet

By ROBERT B. MITCHELL

Last week's announcement that National Assn. of Life Underwriters is reconsidering its plans to build on C street as previously planned and is looking now for "a site or building" elsewhere in the northwest area of Washington, D. C., has brought a strong protest from the former building committee, which recently resigned in a body rather than accept restrictions on its authority which it regarded as an indication of the NALU board's lack of confidence. The five members of the former



John D. Marsh

committee, headed by Charles E. Cleeton, general agent of Occidental of California at Los Angeles, are so concerned about this point and also about telling the NALU membership of the background of the committee's disagreement with the NALU, board, that they are considering issuing a pamphlet for distribution to the members.

### 'We Can't Stand By'

"We're out of it now and a new committee has been appointed, but we feel we can't stand by and see NALU take a step that can only result in winding up with an inferior building and site, at no possible saving in cost unless the association lowers its standards unthinkable," John D. Marsh, a member of the former building committee, said in an interview last week after learning of the decision to abandon the C street site op-

posite the new State Department building.

Mr. Marsh, general agent at Washington for Lincoln National Life and a former NALU vice-president, said the low cost at which NALU had obtained the C street site would make it impossible to effect a saving by building elsewhere in Washington, because so little could be saved by putting up a cheaper building with the same working space. In addition, he noted, there would be architect's fees on the new building.

Possibly \$30,000 to \$40,000 could be saved by having the exterior finished in brick rather than stone but this, he said, would be more than offset by the higher price for land—about \$25 a square foot as against about \$11.50 a square foot that NALU paid for the C street site.

The association paid \$108,000 for the (CONTINUED ON PAGE 18)

## J. Harry Wood Is Elected Managing Director Of LIAMA

Appointment Is Homecoming For Former Life Company President Turned Educator

HARTFORD—J. Harry Wood, former president of Central Standard Life of Chicago and more recently professor of economics at University of Miami, has been elected managing director of LIAMA, and on Sept. 1 will succeed Frederic M. Peirce, who leaves this month to become president of General American Life.



J. Harry Wood

It will be a homecoming for Mr. Wood, who served from 1933 to 1936 as consultant and director of schools for the former Life Insurance Sales Research Bureau, predecessor of LIAMA.

### Entered Insurance In 1926

Mr. Wood began his insurance career in 1926, joining John Hancock on his graduation from Harvard. Except for three years at Hartford and a leave of absence to obtain a master of arts degree at Columbia University, Mr. Wood continued with Hancock until 1943, becoming vice-president in charge of the general agencies department. He was considered to be the youngest man ever to head the sales force of a company of this magnitude.

In 1944 Mr. Wood joined the Massachusetts Protective companies, which include Paul Revere Life. He was elected executive vice-president within three years. In 1950 he became president of Central Life of Chicago, now Central Standard Life. In 1951 he resigned to become professor of management at Washington University in St. Louis, consultant to life companies, and editor of the CLU Journal.

## Union Central President Takes Issue With Mutuals' Tax Plan

John A. Lloyd, president of Union Central Life (a mutual), and a member of the Joint Committee on Federal Income Taxation of Life Insurance Companies, has issued a statement in which he opposes the total income tax proposal for life companies recently made by his committee. Mr. Lloyd has stated his position in detail. For space reasons, only the more significant highlights of his seven-page detailed argument can be printed in this issue:

"At the last meeting of the tax committee before the ayes and nays were taken, I made a short statement explaining my vote on the motions upon which the committee was about to take action. I then voted against further consideration of the total income approach. After the division in the committee had been publicized by bulletin from our trade organizations, representatives of several mutual companies who concur in my position discussed agreeably with me the reasoning upon which it is based. Since there is some literature available from those who favor total income taxation, it seems wise to us that there should be a pronouncement by those who oppose it. I therefore rise to a point of personal privilege and shall present for the record of this committee this statement of principle which guides me as the president of a mutual company who is a member of this joint tax committee.

"I oppose it because I believe it is wrong in principle and cannot work in practice. Furthermore I believe that a complete flip-flop in the position of our industry after more than 30 years of firm support of the investment income method, and particularly with resulting current and immediate tax advantage to certain large companies, is an unwarranted aban-

donment of principle fraught with danger to the entire industry.

"On principle, we all agree that participating premiums are not income to a mutual life insurance company; at least up to now we always have. They are contributions of capital by members of a joint enterprise.

### NEW MUTUAL TAX GROUP

Announcement was made this week of the formation of a committee, "supported by more than a score of mutual life companies," to "develop and support a fair and economically sound pattern of life insurance taxation." The companies are not named, but are described in an invitation to a press conference Sept. 4 as representing "a very large segment of the entire American life insurance industry."

The press conference will be at the Chicago Club.

I cannot support legislation which imposes an income tax on capital. That way lies certain disaster.

"The only true income of a mutual life insurance company is income from its invested assets. That has been the position of the life insurance business for more than 30 years. It has been proclaimed by every official spokesman of the industry in behalf of all the organizations represented on this committee at every congressional hearing, with the complete support of the industry.

"This sound theory was never more clearly nor succinctly stated than by Louis R. Menagh Jr., now executive vice-president of the Prudential and a member of this committee, which was published in the record of the hearings before the Senate finance (CONTINUED ON PAGE 2, COLUMN 4)

## SS. Employee Fund Disclosure Bills To President

Two pieces of federal legislation—the social security bill and the Teller bill requiring disclosure of employee welfare and pension funds—have been cleared by both houses of Congress and at mid-week were on President Eisenhower's desk, awaiting his signature. Both bills in their final forms were versions which have been opposed by the life industry and which authoritative sources indicate are acceptable to the President.

The two sections of the SS bill which the life industry opposed and which have remained in the final bill are the 7% across-the-board increase in benefits and the raising of the wage base from \$4,200 to \$4,800. The latter is regarded as a change that will destroy the essential "floor of protection" concept.

Industry spokesmen fought hard and long to have the level-of-benefits section of the Teller bill amended out of the final form.

"Grand Old Man of Football," Amos Alonzo Stagg, right, on his 96th birthday at his home in Stockton, Cal., becomes his own beneficiary on a policy taken out with New York Life in 1892. Paul F. Mahoney, center, general manager at Stockton, and George P. Bertoni, left, office manager, present check. Mr. Stagg coached at the University of Chicago from 1892-1933, then went to the College of the Pacific where he remained until 1946.



## Documents Signed Conveying Control Of Life & Casualty

NASHVILLE—Signing of the formal agreements to sell 24% of the outstanding stock of Life & Casualty of Tennessee was announced this week by Guilford Dudley Jr., president.

The agreements, 90 copies in all, were signed by Mr. Dudley, P. M. Estes Jr., vice-chairman of the finance committee, and Paul Mountcastle, chairman, and the First American National Bank of Nashville, as trustee of the trust created by Mrs. Elizabeth S. Young, Mr. Mountcastle's aunt.

The papers were delivered by Holman Jenkins of the law firm of Jenkins and Son & Spredley of Dallas, representatives of the purchaser, C. W. Murchison, Texas oil magnate and financier.

Signing of the documents by other interested members of the three families is considered to be a mere formality.

Because a majority of the stock involved in the transaction is held in a trust in which Mr. Mountcastle and First American National Bank are trustees, the proposed sale to Mr. Murchison must be submitted to the courts for approval.

The broad general principles of the transactions were agreed upon by the principals involved last May and negotiations have been under way since that time to develop the formal agreements signed this week.

In a written statement handed to press representatives, Mr. Jenkins stressed that Mr. Murchison has no plans or intentions as to any changes in management, operations, or policies of Life & Casualty.

Commenting on the formal signing, Mr. Dudley stated that he wished to emphasize that "we are selling only a portion of our holdings in the company. Mr. Murchison is nationally known for his business acumen, and in a sense it is a high compliment that he should choose to make such a substantial investment in our company. All of our stockholders should be reassured as to the soundness of their stock holdings in Life & Casualty."

"As Mr. Jenkins has stated, we will continue operating with the same management and the same policies and at the same place of business. The management is looking forward to a pleasant association with Mr. Murchison."

Republic National Life reported a record July with a net gain of \$32,479, bringing insurance in force to \$1,763,977,342. This represents a gain of 113% over July, 1957.

Shown above are officers recently elected by Minneapolis Assn. of Life Underwriters. From left to right are: Hal S. McIntyre, Northwestern Mutual, vice-president; Arthur E. Larsen, Provident Life of North Dakota, vice-president; Florence H. Axelson, State Mutual Life, secretary; Harold Van Every, Bankers Life of Iowa, president; James A. Chelgren, North American L.C., treasurer, and Lynn M. Elling, Lincoln National Life, director.



## Give Timetable Of Events For NALU Convention, Sept. 7-12, at Dallas

WASHINGTON—The schedule of events for the annual convention of National Assn. of Life Underwriters Sept. 7-12 at the Statler-Hilton hotel, Dallas, is now virtually complete.

The timetable is as follows:

### Sunday Sept. 7

1:30 p.m. Women agents' "Sellarama." Speakers: Mrs. Hazel G. Schofield, Equitable Society, Macon, Ga., "Contacting the Higher Quality Prospects"; Mrs. Louise Hall, Fidelity Union Life, Irving, Tex., "Giving More Service"; Mrs. Ray K. Bergman, Equitable Society, Houston, "With Privilege Comes Responsibility"; Mrs. Amelia E. Reichert, New York Life, New York City, summary.

4 p.m. Reception-tea for early arrivals, guests of the Dallas association.

7 p.m. Women Leaders Round Table annual business meeting.

### Monday Sept. 8

8:15 a.m. Continental breakfast and convention launching.

9:30 a.m. NALU committee meetings (all day)

12:15 p.m. Luncheon sponsored by the women underwriters committee for all attending the convention.

2:15 p.m. General Agents & Managers Conference management program. Speakers, Frank P. Crum, New York Life, Detroit, "Road to Excellence"; and David G. Huntley, New England Life, Philadelphia, "Building from Scratch."

7:30 p.m. Women Leaders Round Table dinner. Speaker, Charles J. Zimmerman, president of Connecticut Mutual Life.

8 p.m. GAMC business meeting. Speakers, William T. Earls, general agent of Mutual Benefit Life at Cincinnati, chairman of the Million Dollar Round Table public relations committee; Francis L. Merritt, director of training of Mutual Benefit Life, and Robert L. Kahn, program director of the University of Michigan survey research center, all discussing "What Makes a Million Dollar Producer."

### Tuesday, Sept. 9

7 a.m. Chuck wagon breakfast for membership chairmen of local associations.

9 a.m. National council meeting, including reports of President Albert C. Adams and Managing Director Lester O. Schriver, and announcement of public service award winners by Dr. Louis I. Dublin of Institute of Life Insurance.

12:15 p.m. GAMC luncheon. Speaker, Frank O. H. Williams, vice-president

of Connecticut General, "Yardsticks of Excellence."

2 p.m. National council meeting  
8 p.m. Agents forum. Speakers, Hugh F. McKenna, assistant director division of field operations, Bureau of Old Age and Survivor Insurance, Social Security Administration; and Karl Schlotterbeck, economist and social security specialist of the U. S. Chamber of Commerce.

### Wednesday Sept. 10

9 a.m. First general convention session. Speakers, Managing Director Schriver; James F. Oates, president of Equitable Society; Vice-Admiral John H. Sides, guided missile expert of the joint chiefs of staff.

12:30 p.m. Joint NALU-Life Underwriter Training Council luncheon. Speaker, Joseph Burger, St. Louis sales specialist and world traveler, "How to Get Better."

2:15 p.m. Association workshop  
Late afternoon and evening Texas-style entertainment by the Dallas association.

7 p.m. Dinner and CLU conferment ceremony of American College and American Society of CLU. Speaker, Dr. Willis Tate, president of Southern Methodist University.

### Thursday Sept. 11

9 a.m. Second general convention session. Speakers, John Utz, Kansas City Life, Valencia, Pa., Joseph H. Reese Jr., Penn Mutual, Philadelphia, and Benjamin L. Stern, New England Life, New York City, both on the Million Dollar Round Table Hour, which will be moderated by MDRT Chairman William D. Davidson, Equitable Society, Chicago. Rev. Robert E. Richards, Olympic pole-vaulting champion, will be the closing speaker.

1:30 p.m. National council meeting to hold elections, followed by a general convention session to adopt resolutions.

6 p.m. Company receptions and dinners.

10 p.m. President's reception and ball.

### Friday, Sept. 12

9:45 a.m. Fellowship "brunch," including announcement of 1958 recipient of the John Newton Russell award.

## Ordinary Sales Climb 9% In July, 3% In First Seven Months

Sales of ordinary life in July were \$4,129,000,000, a 9% increase, and for the first seven months of 1958 were \$26,964,000,000, a 3% rise, according to LIAMA. Sales of all types of life insurance, on the other hand, dropped 4% and 3% for the same periods, respectively, due to the huge decline in group life sales.

Sales of all types of life in July were \$5,196,000,000, and in the first seven months were \$37,641,000,000.

Group life sales of \$537 million showed a 49% decline for the month, and group sales of \$6,939,000,000 for the seven months were off 19%.

Industrial life sales of \$530 million were down 2% for the month, and \$3,738,000,000 sales for the seven months were off 9%.

## Union Central Head Takes Issue With Mutuals' Tax Plan

(CONTINUED FROM PAGE 1)  
committee in 1951. He said: "In a mutual life insurance company, the only income is the income from investments. So-called premiums are merely capital deposits made by the policyholders which are eventually returned to them or their beneficiaries. I think at this point can be demonstrated most easily by imagining there were a company which did not invest its premiums but merely kept them in a vault from which the payments were withdrawn when the policyholders died. In that case, it would be clear that nothing has happened except a redistribution of capital contributions."  
"This has been the thesis of each chairman of the tax committee in every public appearance on behalf of the industry down to and including the present chairman who laid down the same principle in the last hearing before the Senate finance committee in March of this year. It has been fully supported by other men of eminence chosen by the industry to supplement our testimony in years gone by.

### Scores Non-Profit Contention

"What is the philosophy behind this movement for change? As nearly as I can distill the rationale from the material which has been and is being presented, the basic argument is that mutual life insurance companies are non-profit corporations; therefore they should pay no income taxes. I do not agree that a mutual company is a non-profit corporation, but leaving this point for future debate, let me say that the contention that mutual companies should pay no taxes or that such companies should pay less in the aggregate is unrealistic. I do not believe that the Congress of the United States will relieve the gigantic resources of the mutual life insurance companies from heavy income taxation and I do not believe that it ultimately will settle for less taxes than it now is getting. I believe it will demand more.

"I was more than a little astonished when the Treasury's expert, Mr. Dan Throop Smith, walked into a trap like total income, but this must be said for the Treasury letter to the chairman of the ways and means committee and the Senate finance committee: It did not espouse categorically and solely the total income approach. It said that total income might be one way of resolving the tax problem and that it should receive 'first consideration' but that 'Two possible solutions are presented herewith.' It then said: 'In this event, we suggest that you consider modification of the present law which will increase the portion of investment income subject to tax to accord more closely with the prevailing margin of investment income above required interest for policyholders, which margin is now about 30% for the industry as a whole. Such a revised formula should not only bring the deduction for interest needs into closer line with the current situation, but should also be responsive to future changes in industry refinement of the present type of special interest deduction for companies with sub-

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A. 62nd year  
matter June

# C.L.U. is on the march!

To my Fellow  
Underwriters . . .



Over 6,000 men and women have received the C.L.U. designation. Another 5,398 candidates took 6,661 examinations last June at 169 centers in 46 states and four foreign countries. The American Society of C.L.U. is laying its plans to accommodate the needs of a 15,000-man membership ten years hence.

In the meantime, those in other professions as well as the general public are becoming increasingly conscious of the professional implication of the C.L.U. designation. In due season, I believe that the prestige value of C.L.U. will have increased to the extent that to lack the designation will be a serious handicap in dealing with the public.

To every young man and woman who aspires to leadership in our business, I recommend the securing of the C.L.U. designation. In the process, added knowledge and understanding of life insurance can be translated into increased productivity. Knowledge in action is power!

*Robert L. Woods*

Second Vice President  
American Society, C.L.U.

Robert L. Woods, C.L.U., is the Massachusetts Mutual General Agent at Los Angeles.

**Massachusetts Mutual**  
**LIFE INSURANCE COMPANY**  
ORGANIZED 1851 SPRINGFIELD, MASSACHUSETTS

# Fire Agents Give Views On Life As Competitive Facility Or Threat

(Herewith are presented more comments from local, property insurance agents who were asked if they thought a life department an essential competitive facility for them in the days ahead. More comments will be published in future issues.)

We sincerely believe that as the business progresses a complete integration of life and casualty insurance is on its way and the synthesis is now becoming apparent. It should only be a rather short period until the New York law is repealed to allow life companies to enter the casualty field and perhaps the casualty companies will need a head start because the life companies are backed by a much

larger amount of capital than is now available to people in the casualty business.

At present, our agency operates a life department through two life general agencies. We have no one in our agency who is specifically a life man, although we are working toward this goal. At present, we have used specialists from the company, who have been glad to accompany us and whom we introduce as composing our life department to most of our prospective insured. These people make the surveys and do all of the necessary technical work in connection with the sale. We do not use them to sell it, and they are deliberately restrained from taking part in actual sales conversation other than as technical con-

sultant. We have available various premium payment plans and we can finance either personal or commercial coverages as most of our commercial group life is written on a monthly payment plan. Most individual life is by individual election.

A&S insurance we consider as a necessary corollary to our life operation. For some time, of course, most of our casualty companies have written A&S, and we have been extremely weak in this regard in that our production efforts have been centered primarily in the fire and casualty field. Incidentally, we have three CPCUs in our agency, and we have tried to approach our business in a professional way. One retarding factor to our entering the life business was getting

a satisfactory staff to compete on an equal ability level with others in the life business. We now feel that the A&S business poses some of the same problems, although one of our life companies has a technical expert assigned to our office who is able to handle both life and A&S business freely.

We feel more and more that the agency of the future must provide one-stop facilities for their customers. Certain surveys taken over a period of time indicate that when people think of insurance they do not think of separate lines. One survey indicated that, to the general public, there is no difference in the handling of different types of insurance.

The special problem of a life department is to build solicitors for the future. This is because life insurance income accelerates at a much faster rate in the first couple of years than that of a producer who specializes in the general business. The only answer to that is undoubtedly to train future solicitors to handle all kinds of business. This does not seem to be an undue burden, especially if they are backed by a satisfactory technical staff in the agency who are specialists in various fields.

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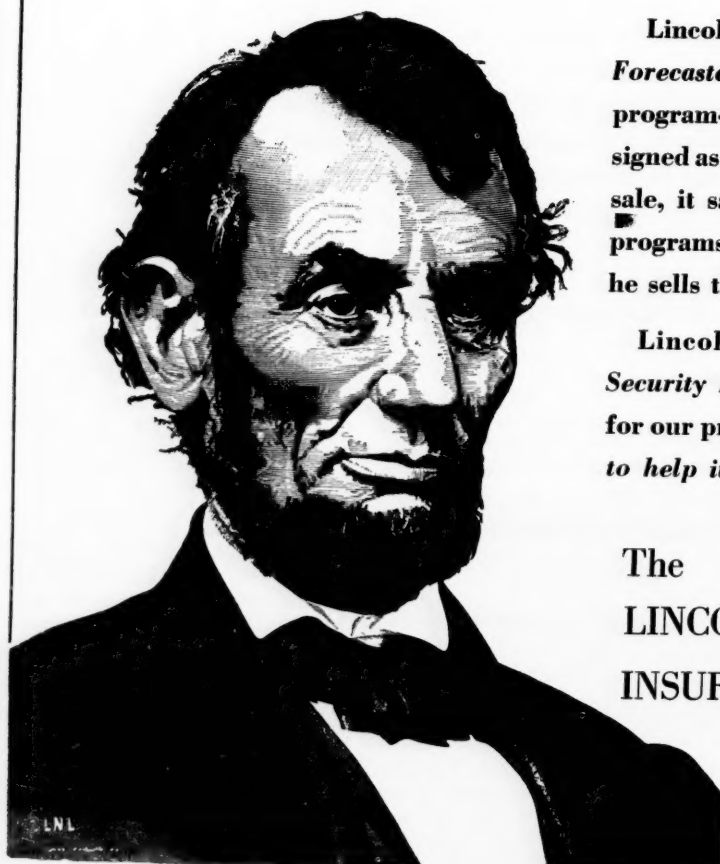
We believe that the life insurance department is essential to an agency and have had a broker's license for a number of years. However, we do not push it, but do take advantage of any inquiries that we have. We use company personnel to help us with the sale.

We have a monthly premium plan for personal and commercial accounts. We believe that an agency should handle every kind of insurance and that is what we do.

As we see the problem with life insurance, it is the commission scale. We in the agency business would rather have a small commission every year than to have a large commission for the first year and then a small amount for a short number of years. This is the main reason we do not push life.

With the income tax situation what it is today, we just don't see any sense in earning a big commission in the first year of a life insurance policy and then get nothing in the future. We want to build equity for our families in the future, and we also don't want to work all our lives. I know any number of old time life insurance men that were highly successful 30 years ago, who are not in physical condition to push their product and barely able to make out today.

## A New Approach To Program-Selling



Lincoln National's *Family Security Forecaster* brings a new approach to program-selling. What's more, designed as a one-interview programming sale, it saves time. With it, the agent programs only the cases he sells, after he sells them.

Lincoln National's new *Family Security Forecaster* is another reason for our proud claim that LNL is geared to help its fieldmen.

The  
LINCOLN NATIONAL LIFE  
INSURANCE COMPANY

Fort Wayne, Indiana  
Its Name Indicates Its Character

### ACCIDENT AND HEALTH HOME OFFICE AGCY. DEPT. MANAGERS \$10,000.

MIDWEST—Established Life Company, A+ reputation entering A & H field. Age range 30-45. Home or large Branch Office background (A&H Individual), minimum eight years with good record of training, recruiting and supervising sales staff.  
SOUTH—Small, reputable Life Company seeking well-qualified Agency Director to assume both Administrative and Production Departments A & H Department. Age range 30-40 with at least five years "heavy" Production experience (A&H Individual) with reasonable time devoted to recruiting, training, etc.  
Over two decades' specialization in insurance personnel field. Extensive listings positions all areas of the country for men with all degrees Life—A & H experience. Write for HOW WE OPERATE. No obligation to register.

**FERGASON PERSONNEL**  
INSURANCE PERSONNEL EXCLUSIVELY  
330 S. Wells Chicago 6, Illinois  
Harrison 7-9040



## Allstate Enters Individual A&S

Allstate on Aug. 25 will enter the individual accident, sickness and hospitalization field, starting in Oklahoma and Texas. Policies will be sold over the counter in Allstate booths in Sears, Roebuck & Co. stores and in the Allstate insurance centers in the two states.

Opening of sales in Texas and Oklahoma will mark the first time that personal A&S and hospitalization insurance has been sold on a wide scale in retail stores. Allstate plans to offer the insurance in other states in the coming months, moving ahead on a carefully planned training and sales schedule, President Judson B. Branch said.

Allstate's policy will offer eight separate coverages in one package, or any combination of them. Coverages include loss of income, hospital bills, doctor's bills, surgical bills, major medical bills, loss of sight or limb and accidental death.

In booklet form, the policy will be written in easy-to-understand language with illustrations. An index will allow ready reference to any part of the policy.

A&S is the seventh major insurance product introduced by Allstate in the last 18 months. New lines offered since February, 1957, are theft, homeowners, life, commercial fire, commercial liability and group A&S. Allstate has already written approximately \$10 million in group A&S premiums this year in offering medical and hospitalization protection to more than 140,000 Sears employees and 210,000 members of their families.

## Republic Natl. Issues 5th 'Reinsurance News'

The reinsurance division of Republic National Life recently sent out its fifth issue of "What's NEWS in Reinsurance." This kit, which comes in an attractive folder, is mailed to reinsurance clients and other interested parties. Materials enclosed cover a wide area and are designed to be of real service to the user. One of the highlights appearing each issue is a reinsurance news letter devoted to acquainting the reader with the latest changes or events of general interest in reinsurance and the life business as a whole.

Other printed matter includes such items as educational articles and sales pieces, as well as an occasional pictorial delineation of what Republic National is doing for its reinsurance clients, operation by operation.

### Includes Medical Article

The latest "What's NEWS" contains in part a booklet on "Understanding Heart Murmurs" by Dr. J. E. Hunsinger, Republic National's vice-president and associate medical director, and the following articles: "Optional Methods of Settlement Agreement Forms," by A. J. Bender, manager policy title department; "Lapses Cost Everybody!," by Lyman E. King, assistant vice-president and director of training; "Don't Kick Your Sales Promotion Material Around," by Jack R. Morris, vice-president and director of public relations, and "Home Office Participation In President's Month," by Clarence J. Skelton, senior vice-president. There is also a last minute news flash giving advice on the pre-authorized check plan.

## Insurance Counsel In Annual Session At S. F.

A turnout expected to reach upwards of 400 is attending the annual meeting of Federation of Insurance Counsel at the Fairmont Hotel in San Francisco this week. The meeting began Wednesday and ran through Friday.

Included on the program are a number of papers and panels covering liability insurance, trial practices and procedures and traffic court procedure. Among the outstanding speakers are Emile Zola Berman, noted defense attorney of New York, and F. Britton McConnell, commissioner of California, who was the luncheon speaker Friday.

## Jefferson Standard Life Assets Over \$500 Million

Assets of Jefferson Standard Life were increased during the first six months by \$17,997,568, bringing total assets to \$514,802,909. Paid business totaling nearly \$106 million for the first half of 1958 boosted insurance in force to \$1,752,844,369, an increase of \$44,277,506 for the six months.

## Outline Program Of ALC Convention

The general program outline has been set up for the annual meeting of American Life Convention, Oct. 6-10, at Edgewater Beach Hotel in Chicago.

The legal section will meet Monday afternoon and all day Tuesday along with the agency section. Wednesday the general and executive sessions and the combination companies section meeting will be held with the general session continuing through Thursday. The financial section will meet all day Friday.

### List Speakers

Among the speakers who will appear are Dr. William F. Ogburn, formerly sociology professor of University of Chicago, speaking on "The Family in Our Changing Society," Holgar J. Johnson, president of Institute of Life Insurance, and Commissioner Arch E. Northington of Tennessee, president of National Assn. of Insurance Commissioners.

**CENTRAL LIFE** A leader and . . .

# ONE OF THE BEST

### Preferred Combination Life (PCL)

. . . with true graduated premium!

### Disability Income Continuance (DIC)

. . . revolutionary new disability income!

### Preferred Investment Plan (PIP)

. . . premium return and dividend profits!

### Wife Insurance Plan (WIP)

. . . with more protection when it's needed!

### Family Insurance Plan (FIP)

. . . WIP plus children 14 days to 25 years!

### Family Instalment Group (FIG)

. . . one monthly payment for all premiums!

All introduced by **ONE OF THE BEST**

*Central Life*

ASSURANCE COMPANY, DES MOINES 6, IOWA  
Progressive and competitive, yes, . . . but not

at the expense of financial security

ASSETS	\$155 Million
SURPLUS	\$ 13 Million
INSURANCE IN FORCE	\$500 Million

### Memo to:

*the tomorrow minded!*

### Looking UP as well as AHEAD?

Then hitch your career to a sound, fast-rising company that gives you the incentives and policies powerful enough to propel you into that rare atmosphere of success and security. Shoot for the moon with Wisconsin National Life—a tomorrow-minded company for tomorrow-minded men and women.

WNL gives you the tools, the training for a promising future—PLUS the finest guarantees for your personal security such as: Retirement Income Pension Plan, Group Life Insurance, Major Medical Disability, and attractive agent contracts including liberal renewals AND lifetime service fees!

Write L. B. Van Treese, Vice President and Director of Agencies.

## WISCONSIN NATIONAL LIFE INSURANCE COMPANY

### HOME OFFICE, OSHKOSH, WIS.

General Agency Openings in Wisconsin, Michigan, Illinois, Indiana and Minnesota. First Legal Reserve Stock Life Insurance Company Incorporated in Wisconsin.

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50<sup>th</sup> year

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## Pre-Authorized Check Plans Gain; Used By 125 Life Companies

Pre-authorized check plans, in the span of a few short years, have developed into one of the more important service aids utilized by the life business, according to Institute of Life Insurance.

Although most of the growth of the plans has taken place over the past four or five years, 125 life companies, including most of the larger compa-

nies, are offering them to policyholders. This is double the number of a year ago, and some companies are reporting as much as 40% of their new business under the plans, the institute reported.

### Banks Cooperate

Hundreds of thousands of policyholders are using the plans and between 10,000 and 15,000 banks and branches are cooperating in writing them. One company has doubled the number of cooperating banking institutions from 5,000 to 10,000 in the

past year and also reported it had sold \$220 million of insurance under its plan in 1957.

A joint committee on pre-authorized check plans representing American Life Convention, Life Insurance Agency Management Assn. and Life Office Management Assn. is working to further improve the operation of the plans.

J. W. Harwick, governor administrator of the Mayo Clinic, has been elected to the board of **Northwestern National Life**.

## LOMA Institute Exam Grades Mailed; Tests Were Taken By 10,302

Results of the 1958 Life Office Management Assn. Institute examinations have been mailed to all companies in which students sat for examinations in May. In releasing the grades, Roy A. MacDonald, managing director of LOMA, stated that 17,968 examinations were written this year by 10,302 students from 426 companies and organizations, which were increased over last year of 28.8% in number of examinations, 26.3% in number of students, and 6.8% in number of participating companies.

As a result of this year's examinations, the institute will award 81 fellowship diplomas, 191 associate diplomas and 1,821 course I certificates. The corresponding figures for 1957 were 73 fellowship diplomas, 180 associate diplomas and 1,315 course I certificates.

New students totaling 5,422 enrolled for the 1958 examinations. This figure also a record, indicates that the institute's program is still in a period of healthy expansion.

The new LOMA fellows who attended the 35th annual conference in Atlantic City will be presented their fellowship diplomas and keys at an awards luncheon on Sept. 23. A salutation to them will be delivered by Howard Holderness, president of Jefferson Standard Life. The response, in the name of the class of 1958, will be made by David Chamberlain, assistant secretary of Great American Reserve.

## Midland Mutual Honors Its Leaders At '58 Convention

Company field leaders were honored by Midland Mutual at its recent national convention at Rocky Mountain National Park, Colo.

President's awards for all-around agency leadership were given to General Agents Lewis Ashworth of Marion, O., and John P. D'Alfonso of San Diego, Cal. The "man of the year," Philip Fass of Beverly Hills, Cal., and the "first-year star," Frank A. Lukiewicz Jr. of Weirton, W. Va., were also honored at the meeting.

Eight new members were inducted into Midland Millionaires Club, composed of agents with more than a million dollars insurance in force. One club member—James E. Fusco, associate general agent at Columbus, O.—moved into the top group with those who have more than \$5 million in force.

The company's 32 national quality award qualifiers, a record number, were also recognized at the convention.

## Record Sales In June, Six Months For Shenandoah Life

Shenandoah Life's ordinary sales during the first six months were \$14,460,407, a 15.6% increase over the same period last year, and sales in June were \$3,073,182, a record.

Ordinary in force totaled \$199,944,046, an increase of \$6,714,248. The gain for the period is more than 40% greater than in the first six months of 1957.

## Life & Casualty Offers New Participating Plan

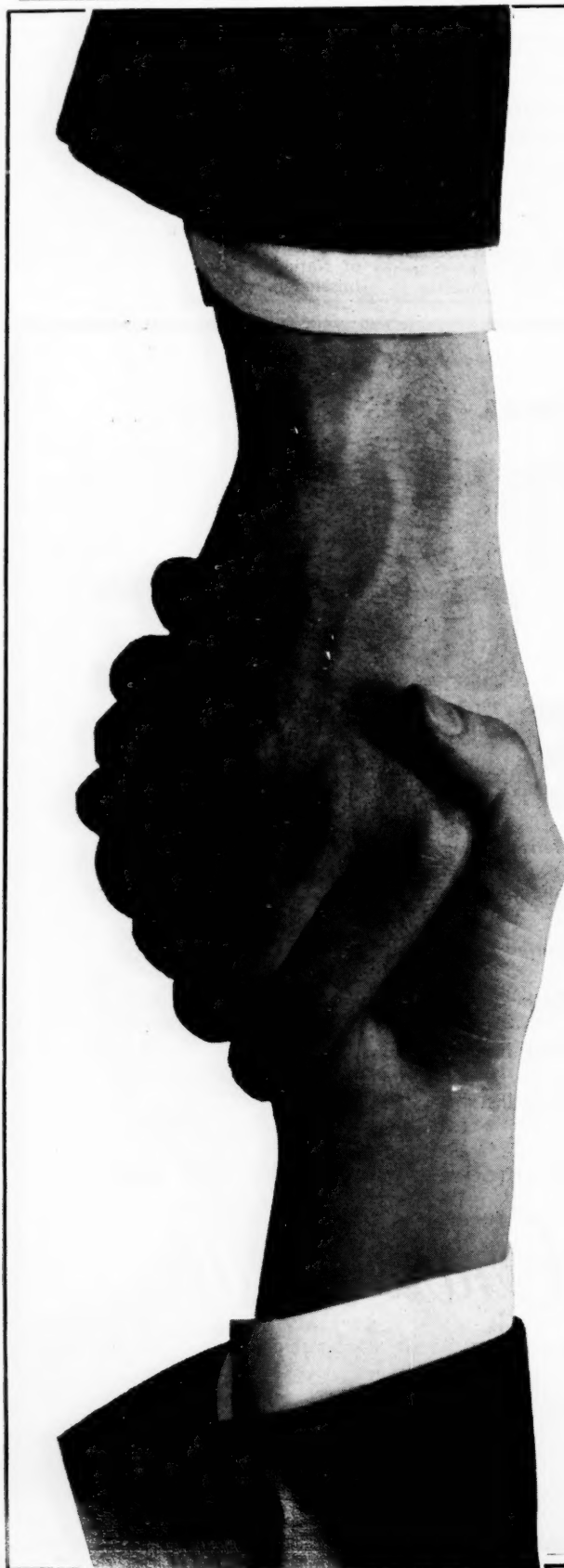
Life & Casualty of Tennessee has offered a second participating policy called the "par ten," an ordinary life policy with level premiums throughout.

The first dividend is payable at the end of the second policy year. The plan is issued in minimum amounts of \$10,000.

## He has an EXPERIENCED GRASP on his client's problems

When a life underwriter first meets a prospect, a number of intangibles come into play. You can call them experience—judgment—knowledge—training. Whatever you call them, they are there because of the approach this agent takes to his business. The John Hancock representative has prepared himself with many of the courses available through his company, and is equipped with up-to-date sales material. He is ready to give complete service—all-important in consistently selling larger amounts of needed insurance.

*John Hancock*  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS





## More On Life Advertising In Past Quarter-Century

Following is the second installment of the history of the past quarter-century in life insurance advertising, the first part of which appeared in the Aug. 16 issue. It was written by A. H. Thiemann, 2nd vice-president of New York Life, as part of the celebration of the 25th anniversary of Life Insurance Advertisers Assn., of which Mr. Thiemann is a past president.

By A. H. THIEMANN

New York Life did no national advertising in 1933, when its total advertising expenditure was \$158,000. The over-all figure for 1957, including all forms of advertising such as sales promotion booklets and direct mail, as well as magazines and newspapers, was \$4,450,000.

In 1934 New York Life began a confidence-inspiring campaign based upon the company's age and its strength in times of crisis. Each advertisement was built around an incident in the company's history, with the theme of the campaign: "Through every panic, war, and epidemic since 1845." Until World War II the advertising emphasized that "safety is always the first consideration . . . Nothing else is so important."

A special campaign directed toward the farm market has been continued since 1938. In 1945, newspapers were used nationally to draw attention to the company's centennial.

### New Approach In 1949

A new approach was adopted in 1949 when a series of narrative magazine advertisements was developed around the slogan "The New York

Life agent in your community is a good man to know." In 1953 an experimental advertisement on major medical insurance was all-type, gave policy details, quoted a rate and carried a coupon. Results were so good that the following year, when the company completely revised its policies and premium rates, an advertising program along a somewhat similar vein was adopted.

Backstopping its product campaign is a public service campaign, started in April, 1953, based on careers. Signed by authorities in various fields, the advertisements discuss such

careers as medicine, law, public service, and so on. Over 20 million reprints have already been distributed.

At present New York Life has 15 different campaigns based on different product lines, markets, and objectives. The single confidence-inspiring campaign of 1934 has developed into a comprehensive program embracing many different aspects of the company's operations.

### Hancock Started Modestly

John Hancock has stepped up its total advertising expenditure from \$121,000 a quarter century ago to \$2,244,000 this past year. In the mid-'30s it ran single-column coupon advertisements in a list of 27 magazines, making a \$50,000 annual appropriation for such advertising go a long way. In 1938 space was increased to full pages, the magazine list was cut, and copy covered specific uses of life insurance, as for readjustment income following the death of the father, with descriptions of policy provisions and benefits.

The "Know America Better" series,

for which John Hancock is probably best known, was introduced in 1947 and tied the idea of life insurance to events in American history and characters in the American scene by showing how individual enterprise was responsible for the building and preservation of the American way of life.

"This campaign was successful beyond our dreams," the company reported. It has since been continued, except for a hiatus in 1957. It has been distinguished for its fine art work, reproduced in full color, and brilliant copy.

Hard-sell advertisements with splashes of heavy black and red headlines were introduced to feature the company's new low-cost lines in 1955, but the 1958 national advertising is confined to Americanism. John Hancock's distinctive signature logotype, recalling the Declaration of Independence, makes the Americanism theme unusually appropriate.

### Travelers Stresses Multiple Line

The Travelers is a multiple line company. That is, it sells not only life (CONTINUED ON PAGE 14)

## LIFE WITH PROVIDENT

### "HAVE G.I.R. — WILL WRITE"

The enthusiastic response given Provident's Guaranteed INSUREability Rider can best be described by one word — sales. One leading general agent, reviewing a sale-by-sale description of INSUREability's influence on his agency, had this to say: "So, I would say that G.I.R. has produced for Clarence a little over a quarter million dollars worth of business . . . Ed used the G.I.R. to stimulate two partners in business in buying two Preferred Risk policies in the amount of \$20,000 each . . . Julian sold one grandfather two Preferred Risk policies on his grandchildren for \$20,000 each as a direct result of G.I.R. Have G.I.R. — WILL WRITE." This is just a part of the story from one agency. Provident life producers are making current sales — and insuring future sales — through INSUREability.

**PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY**  
Chattanooga - Since 1887

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL



**LIFE'S A BETTER BED OF  
ROSES AT GUARANTY  
SAVINGS!**

Interested in a career agency of your own? General Agent openings (some established) in Alabama, Georgia, Florida, Mississippi, Louisiana, South Carolina, Tennessee.

Call Collect

Lee Roy Ussery,  
President  
AM 3-1028

- Life
- A & H



**GUARANTY  
SAVINGS  
LIFE**

Home Office — Montgomery, Ala.

## Life Companies Plan Dinners For Agents At NALU Convention

Thirty-one life companies will be serving dinners honoring their field forces attending the annual convention of National Assn. of Life Underwriters at Dallas, Sept. 7-12. Thursday, Sept. 11, has been designated as company dinner night.

Companies and the locales of their dinners or receptions are as follows:

Statler-Hilton hotel—Bankers Life of Iowa, Commonwealth Life, Continental Assurance, Great-West Life, John Hancock, Massachusetts Mutual, Metropolitan Life, Mutual Benefit Life, New England Life, Phoenix Mutual Life, Republic National Life, and Union Central Life.

Adolphus hotel—Connecticut Mutual Life, Guardian Life, International Fidelity, Liberty National Life, Mutual of New York, Northwestern Mutual, Provident Mutual Life and Prudential.

Baker hotel—American General Life,

American United Life, Equitable of Iowa, Equitable Society, Home Life, New York Life and Travelers.

Town and Country restaurant—Jefferson Standard Life and Life of Virginia.

Dallas Athletic Club—National Life of Vermont and State Mutual Life.

Dallas Club—Aetna Life.

Engineering Club—Lincoln National Life.

With new sales of over \$92 million for July, **Franklin Life** registered a 51% increase over July of 1957.

## All Agents Should Take An Interest In Politics: Gillooly

WHITE SULPHUR SPRINGS, It is a good idea for all business



T. J. Gillooly

men, but particularly for insurance agents, to take an interest in politics. Thomas J. Gillooly, associate counsel of American Life Convention, told the annual meeting of West Virginia Assn. of Insurance Agents. Mr. Gillooly is a former West Virginia insurance

commissioner.

"It is a good advertising medium even if you are not a candidate," he said. "If managed tactfully, such activity need not injure the partisan sensibilities of anyone. Certainly you should know the candidates in this election year, as well as the present office-holders.

"Has it ever occurred to you that in making your views on insurance matters known to candidates and others you are increasing your exposure? How better to impress a person that you can handle his insurance problems than to demonstrate your understanding of the way a bill in the legislature will affect the public interest and your business? I am certain if the approach is made properly any office-holder will feel in your debt rather than the reverse.

### Advises Personal Basis

"In this connection there is nothing more effective than placing this entire matter on a personal basis and showing your representatives exactly how the bill in question will affect your business which is located in the community he represents. When put in these terms you are speaking the language a politician understands."

Taking up a specific problem, Mr. Gillooly recalled that last year the premium tax in West Virginia was raised from 2% to 3% to obtain additional revenue to finance the building of a hospital for the medical school of West Virginia University. He suggested that by 1960, the date the law expires, the insurance agents should make it known that it is in the interest of all the citizens of the state that the former rate be resumed.

Reminding his audience of the well known reluctance of legislators to relinquish a source of revenue, Mr. Gillooly said this means it is extremely important to demonstrate the unsoundness of the premium tax increase to the public and their legislative representatives.

"By the date of the expiration of this 'temporary' tax increase in 1960, every legislator should be made thoroughly familiar with the facts of insurance premium taxation," he said.

### Rankin Advanced By Aetna Fire In A&S

Aetna Fire has advanced James W. Rankin from underwriter to assistant manager of the A&S department. He joined the company in 1939 and was in the automobile and reporting cover departments before becoming special agent in Louisiana in 1947. He later returned to the home office southern department and was subsequently assigned to the A&S unit.

# Great-West Life's

# Design for Tomorrow

Means Quantity Discount On Each \$1,000 You Sell

The premium per \$1,000 decreases as protection increases. That's the effect of the true *Quantity Discount* which Great-West Life has introduced as part of "Design for Tomorrow"—its new look in life insurance.

This save-on-size concept makes it easier to sell all the protection your clients need.

Great-West's Quantity Discount applies to its entirely new line of individual life insurance policies—on all amounts over \$3,000. It saves policyholders money today . . . and in the years ahead. This saving enables you to sell more protection than ever before in the personal, family, juvenile, women's, and business markets!

Here are the other selling features of "Design for Tomorrow":

1 Three special policies for business and taxation fields.

• Preferred Whole Life Par (minimum \$10,000, ages 0-70).

• Special Whole Life Non-Par (minimum \$10,000, ages 15-70).

• Maximum Security Par (minimum \$10,000, ages 15-70; special dividend option on minimum of \$25,000). High, early cash values!

2 REDUCED RATES FOR WOMEN—Preferential rates on two special par plans—same high cash values and dividends as paid to men!

3 Term rates further improved by Quantity Discount.

4 New Look for popular Estate Builder Juvenile plan.

5 Increased Dividends—plus increased rate (3.40%) on dividend accumulations.

And in addition . . .

New Retirement Income plans.

Low-cost Home Security policy.

Home Security Riders to combine with any permanent plan.

Autopay—monthly premiums automatically deducted.

For further details, call us today.

THE  
**GREAT-WEST LIFE**  
ASSURANCE COMPANY  
HEAD OFFICE - WINNIPEG, CANADA



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## Field Changes

### Travelers

Travelers has appointed **Herbert W. Marsh** as manager of the mortgage loan branch at Houston. He joined Travelers at Cleveland in 1931, and was later assigned to New York and Philadelphia. He became assistant manager at Orlando, Fla., in 1949 and manager at St. Louis in 1954.

### Mutual Benefit Life

Mutual Benefit Life has opened a regional group office at San Francisco with **V. Paul Ricken** as manager. He has been group manager of New York Life at Houston and before that was with Travelers.



V. Paul Ricken

### Fidelity Mutual Life

Fidelity Mutual Life has appointed **Herman G. Endler** as general agent at Beverly Hills, Cal. He entered the life field in 1950 with Fidelity Mutual at Los Angeles. He is a qualifying and repeating member of the Million Dollar Round Table and has received the national quality award for five years.



Herman G. Endler

### Massachusetts Mutual

Massachusetts Mutual has appointed **Jack D. Campbell** and **Franklin W. Doverspike** as supervisors at Lincoln, Neb., and Appleton, Wis., respectively. Before joining Massachusetts Mutual in 1954, Mr. Campbell was with the First National Bank at Lincoln. Mr. Doverspike joined the company in 1957, after several years experience as an agent and general agent.

### Manhattan Life

Manhattan Life has appointed **F. A. Allen** as general agent at Des Moines. He has been with Prudential and Postal Life.



F. A. Allen

### Western Life

**Mel H. Toussaint** has been appointed superintendent of agencies for North and South Dakota. He recently resigned as assistant vice-president and director of agencies of Pioneer Mutual Life. In addition to developing general agencies in the two states, he will also develop a new system for servicing St. Paul F. & M. agents with the facilities of Western Life. Mr. Toussaint entered life insurance with Bankers Life of Iowa in 1932, going with Penn Mutual Life four years later as district agent. He was appointed general agent for North Dakota by Occidental Life of

## Nothing Fishy About It . . .

## STATE LIFE Is Just Plain A'LURING

**I**F YOU FANCY yourself as a fisherman you will know what we are talking about. State Life's vigorous program of agency building offers such a liberal contract with so many, many features that it will pay you to investigate.

Stop wishing . . . start fishing for the "strike" which will bring you the utmost satisfaction as a career underwriter or agency manager. Cast your line to State Life. Don't let this be the "big one" that got away . . . get all the facts by writing today.

DIHL H. LUCUS—Director of Agencies

The  
**STATE LIFE**  
Insurance Company  
Indianapolis  
A MUTUAL COMPANY FOUNDED 1894

## GENERAL AGENT OPPORTUNITY

### CAN YOU PROSPECT?

Do your prospects come directly from your own effort, ability and imagination and not from office leads, your supervisor, your manager?

*Can you show others "how to"?*

### CAN YOU TELL A CONVINCING SALES STORY?

If you're doing well right now with what you've got, you'll do better with our proven competitive merchandising plans featuring dismemberment—lifetime income—top value income settlement option—and the premium payment plan of the future, Check-O-Matic.

*Can you inspire and show others "how to"?*

### CAN YOU COMPETE?

Do you enjoy competing with others? More important, do you compete with yourself?

*Can you instill this spirit in others?*

### DO YOU REALLY WANT TO EARN MORE MONEY?

Do you want to earn top present and future dollars for your own personal "know how" and for your ability to show others "how to"?

### HERE'S YOUR ANSWER!

Highest lifetime service fee in the business to adequately compensate the career underwriter—fully vested renewals for 9 years—top 1st year commission on par and non-par policies—agency office allowance—non-contributory pension plan—operating capital for new agents.

### Write, Wire, Phone

FREDERICK E. JONES, President  
HOWARD W. KRAFT, Vice President  
and Director of Agencies

**THE OHIO STATE LIFE**  
Insurance Company  
COLUMBUS 15, OHIO

Opportunities in: Arizona, California, District of Columbia, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, Minnesota, Missouri, North Carolina, Ohio, Pennsylvania, Texas, Virginia and West Virginia.

California in 1942. He is a former president of Insurance Federation of North Dakota, North Dakota Assn. of Life Underwriters and North Dakota A&H Assn.

#### Prudential

Prudential has appointed **John F. Jolly** and **Bruce H. Saler** as managers at Roanoke and Rochester, N. Y., respectively. Mr. Jolly has been assistant manager at Petersburg, Va., and Norfolk. He became associate manager at Richmond in 1957. Mr. Saler has been director of agencies for upstate New York.

#### Bankers Life Of Iowa

**Ralph F. Kendall** and **Stanley E. Louderback** have been named group representatives. Mr. Kendall in the Dallas group office with Fred P. Gilbert, regional group manager, and A. Dalton Cash, group representative; Mr. Louderback in Des Moines with Charles DeWinter, regional group manager.

#### State Mutual

State Mutual has appointed **John F. Stewart** as home office representative in charge of the group office at Hous-

ton. He entered the insurance field in 1951 with Penn Mutual at Denver. In 1953, he became a group representative of Pacific Mutual Life at Dallas, where he was later appointed manager.

#### Berkshire Life

Berkshire Life has appointed **Roscoe M. Porter Jr.** and **Philip J. Rosenthal** as supervisors at Washington, D. C., and New York, respectively.

**FIRST COLONY LIFE** has appointed **Joseph Hrubik** as supervisor at Richmond. He has been with Mutual Benefit Life.

#### National Life Of Vermont



Joseph H. Netherland

National Life of Vermont has appointed **Joseph H. Netherland** as general agent at Nashville. He has been with New England Life at Nashville since 1949, and before that was with Massachusetts Mutual.

#### Life Of North America

Life of North America has appointed **Joseph R. Lorine** manager at Charlotte, N. C. He has been manager at Philadelphia since joining Life of North America in April, and before that was manager of Prudential at Wayne, Pa. He is a former president of Delaware County Life Underwriters Assn.



Joseph R. Lorine

#### Union Trust Life

**Clayton E. Mott** has been appointed field vice-president for Union Trust Life of Duluth. Mr. Mott, who will make his headquarters in the Board of Trade building, Chicago, was formerly a general agent there for Mutual Trust Life. In addition to heading his own agency for Union Trust, Mr. Mott will recruit and develop other general agencies in Illinois and the midwest. He will be assisted locally by James L. Parry and Howard H. Luecke, executive special agents. Union Trust, now a mixed stock and mutual, was formerly Samaritan Life.



Clayton Mott

Approximately \$35 million in mortgage loans were extended by American life companies to 4 million home buyers since the end of World War II.

#### MANAGEMENT CONSULTANTS

#### O'TOOLE ASSOCIATES

Management Consultants  
To Insurance Companies  
Established 1945  
220-02 Hempstead Avenue  
Queens Village 29, N. Y.

#### BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES  
MANAGEMENT CONSULTANTS  
LIFE—FIRE—CASUALTY  
EMPLOYEE BENEFIT PLANS  
RICHMOND ATLANTA NEW YORK  
PORTLAND

#### CONSULTANTS

IN MARKETING AND FOR THE MANAGEMENT INSURANCE BUSINESS  
**FRANK LANG & ASSOCIATES**  
ONE NORTH LASALLE ST. CHICAGO 2, ILLINOIS  
521 FIFTH AVENUE NEW YORK 17, N.Y.

**Mr. Agency Builder:-**

# How Happy Can You Be?

**You'll Never Know Until You**

**Investigate**

**NEW Columbus Mutual**

**AGENT'S and GENERAL AGENT'S CONTRACT**

**A NEW DAY**

**NEW Columbus Mutual**

**AGENT'S and GENERAL AGENT'S PENSION PLAN**

**YOUR GOLDEN OPPORTUNITY**

## to BUILD YOUR OWN GENERAL AGENCY

**3 of the 10 BIG REASONS**



**TOP COMMISSIONS** on 10 Leading Contracts, Vested Renewals, Higher Life-Time Service Fees, Liberal Overwriting and Liberal Agency Expense Allowance.



**MONEY-MAKING SALES PACKAGES.** New! Colorful! Dynamic! Plus a new, easy-to-use Brain-Book and Brain-Kit. Your agents can't miss!



**PACKAGED TRAINING PLANS.** New! Amazingly simple! Easy to use! ....A quick money-maker for new or old agents!

Ask for Other Reasons-INQUIRIES HELD CONFIDENTIAL

## THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

Frederick E. Jones, Pres.

Fred C. Adams, Sup't. of Agents

Agency Building Opportunities in:  
Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia.

#### Metrop

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## COMPANY CHANGES

### Prudential

Prudential has appointed W. Edward Howarth director of agencies at the Boston regional home office. He will supervise eight ordinary agencies in upstate New York.

### Loyal American Life

Charles H. Heyl, former vice-president and director of Bankers Life of Nebraska, has joined Loyal American Life as president and member of the board. Mr. Heyl entered life insurance as an agent for Sun Life of Canada in Washington D. C. in 1927 and later became superintendent of agencies. In 1939, he joined Bankers Life as agency director. He is a past chairman of the agency section of American Life Convention and a board member of LIAMA.

### Northwestern National

T. L. Todd has been elected secretary of Northwestern National Life to succeed Frank S. Kremer who will continue as vice-president and head of the law department until his retirement at the end of this year.



Frank S. Kremer

### Life of Virginia

Life of Virginia has appointed Elmer Billman as assistant actuary. He joined the actuarial staff in 1953 and became manager of the actuarial division in 1957.

### Life of North America

Life of North America has appointed Harold Gilbert assistant actuary in the group department. He entered the life field in 1954 as an actuarial student with New York Life and became a research assistant for Security Mutual of New York in 1956.

### Guardian Life

Guardian Life has appointed George L. Zevnik agency secretary and Donald M. Goodyear and Harley H. Kight become mortgage secretaries.



George L. Zevnik

### Metropolitan Life

Metropolitan Life has appointed Eugene J. Gallagher as assistant personnel officer and William F. Leahy as assistant general counsel and assistant secretary. Mr. Gallagher has been with Metropolitan since 1924. In

1940 he became head of the personnel division's salary bureau, and was appointed administrative assistant in personnel in 1952. Mr. Leahy joined Metropolitan in 1932 and became an attorney in the law division in 1946. He has been assistant general counsel since 1952.

### Central National



Norman T. Carson

Norman T. Carson has been elected president and a director of Central National Life. Mr. Carson was formerly executive vice-president of Central Standard Life and is the immediate past national chairman of LIAMA.

### United Life & Accident

United Life & Accident has appointed Ernest J. Tsouros as secretary of the agency department and Gardner S. Tilton becomes group supervisor. Messrs. Tsouros and Tilton have been in the home office management trainee program.

### SOUTHERN CHRISTIAN LIFE

James T. Southerland has been named vice-president, and S. Barry King secretary. Mr. Southerland was previously secretary, and Mr. King had been an insurance accountant and an examiner for the Oklahoma department.

**NATIONAL BANKERS LIFE**—Victor Anderson has been appointed underwriting department manager. He has had 12 years of life experience in various capacities.

**HOME SECURITY LIFE**—Alonzo B. Fellows has been named group manager. He was formerly in charge of group development for Mutual of New York in various eastern states.

## REINSURANCE

Building, revising, expanding—whatever you plan in underwriting progress, there's a job for Reinsurance.

Employers service can be accurately fitted to your plan, to add capacity and security.

All A&S Lines

### EMPLOYERS REINSURANCE CORPORATION

KANSAS CITY, MISSOURI  
21 West 10th St.

NEW YORK  
107 William St.

CHICAGO  
175 W. Jackson

SAN FRANCISCO  
100 Bush St.



MILTON ALTSCHUL, CLU, GENERAL AGENT IN NEW YORK CITY, "These two policies are 'special' in every sense of the word. As soon as they were introduced, they brought outstanding sales results for our men."

3RD IN A SERIES INTRODUCING POSTAL'S LEADING GENERAL AGENTS.

## POSTAL LIFE

511 FIFTH AVENUE NEW YORK 17, NEW YORK  
GEORGE KOLODNY, President

"Designed for those who want 'Specials!'"

**NEW "EQUITY BUILDER"**—specially designed for split-dollar, corporation owned insurance, loan financed plans and similar sales.

\$40,000 minimum

High first year Cash or Loan values!

Endowment at 90

**NEW "EXECUTIVE SPECIAL"**—our low net cost special.

\$15,000 minimum—Whole Life at 90

**Both policies have these features:**

Full range of liberal Settlement Options!

Written Sub-standard to 500%!

Low premium—participating!

Family Income and Term Riders can be added!

Issue ages 10-70! Competitive net costs!

Renewals are fully vested! No minimums, no penalties. You can qualify for free Group Insurance and continuous service fees!

## Editorial Comment

### Joint Report On NALU Building Dispute

The former building committee of National Assn. of Life Underwriters is considering the issuance of a pamphlet on the events leading up to its recent en-masse resignation over differences with the NALU board of directors.

Depending largely on which side you are on, such a move could be regarded as (1) a futile fomenting of a lost cause at a time when unity and harmony are badly needed; or (2) an effort to get the controversy into a larger arena, so that if the decision to abandon the C street site at Washington was actually a wrong one, unduly influenced by personality clashes, it can be reversed before it is too late.

In such a heated controversy as the NALU building project has generated, it is certainly highly desirable that not only all members of NALU but the hundreds of non-member contributors to the building fund be set straight on the events leading up to the imposition of resented restrictions on the committee, the committee's mass resignation, and the subsequent decision to abandon the C street site.

Right or wrong, the committee members feel very strongly that giving up the C street site is a monumental error, both financially and as a violation of representations to contributors as to the character and location of the projected building. They feel so strongly, in fact, that they consider that it may be their duty to NALU and to outside contributors to continue their fight for the C street site even though the board, as NALU's duly elected governing body, has rejected it.

It could be argued that such a pamphlet would necessarily be a job of special pleading—and certainly the members would make out the best case they could for their own stand, as anyone would. But even though all opinions expressed were discounted as biased, such a pamphlet would certainly contain a great deal of material put forward as factual. To the extent that it could not be refuted, it would have to be taken seriously. To the extent that it could be refuted, it would tend to weaken the rest of the committee's case.

Such a pamphlet, of course, would necessarily bring some sort of reply from NALU's board. This could result in claims and counter claims, charges and countercharges ad almost infinitum. No matter how good the intentions on both sides, the outcome could be seriously disruptive to NALU.

We think a better plan would be for NALU to invite the former committee to participate in the preparation of a pamphlet that would let each side have its say and then rebut whatever points it did not agree with. Perhaps the best system would be to lead off with an objective chronological history that both sides could agree on, for much of the background is purely factual material about which there can be no dispute. There would then follow the board's account of why it

took the actions leading up to the committee's resignation and to the decision to give up the C street site and the type of building previously projected. Then the committee would state its dissent, with factual reasons where available, or lacking factual reasons, its other reasons for believing its judgment should prevail against that of the board.

If the board and the committee still wanted to take issue with each other, they could append further comments. The point is that, as nearly as possible, everything that either the committee or the board had to say about the other side's position in the controversy would be right there in one place. It could be read at one sitting. Those interested and seeking enlightenment would not have to keep wondering, after the issuance of each new statement, "Well, I wonder what the other side will have to say."

What could not be explicitly brought out in any such joint pamphlet, and probably not even in a series of special-pleading pamphlets, is to what extent, if any, the intense personal feelings generated in this dispute have been a factor in influencing opinions and decisions. The intensity of these feelings is widely known in the business and it is possible that too much weight will be given to this kind of factor. The mere fact of their existence doesn't necessarily mean they colored anyone's opinion of what is the best course for NALU to pursue in putting up a building.

One beneficial and unifying result of such a joint pamphlet as we have suggested would be to minimize the role of personal feelings if they really had little to do with the controversy. For if each party to the dispute can show a sound, logical basis for its course, it would then appear that the widespread reports of personal clashes, while accurate, were more a reflection of the strength of the personalities involved than of an unsound tendency to let personal considerations enter into decisions calling for the clearest kind of objective thinking.

For most effective results, such a pamphlet or report should be ready for distribution at the annual meeting of NALU in Dallas Sept. 7-12. That's a mighty short time—but it's a mighty important matter. The pamphlet could serve a highly useful purpose at the meeting in getting a clear picture to those attending. It could not settle the matter but it could give the members the facts that both sides agree on; it could set up precisely what the dispute is about; it could give the view of each party, and the best effort of the other side to rebut it. It could provide a basis for sound thinking and stave off what could otherwise be a riot of emotionalism.—R.B.M.

The average premium paid by policyholders for each \$1,000 of life insurance in 1957 was about one-fifth less than the average outlay per \$1,000 of life insurance in force 10 years ago.

## Personals

Howard Ennes, director of Equitable Society, has been awarded the Medaille d'Argent (Silver Medal) by Pasteur Institute of Paris for his recent efforts on behalf of International Union for Health Education of the Public, and for his role in the creation of the American National Council of that world organization.

N. V. Henderson was honored at a luncheon upon completion of 50 years as general agent at San Antonio for Texas Life. He was presented with a scroll in recognition of his service to policyholders and his devotion to the company. Among the guests were officers of the company.

## Deaths

RUDOLPH F. TULL, who retired as vice-president in charge of underwriting of Fidelity Mutual Life in 1948, died. Mr. Tull joined the company in 1902 in the actuarial department and was appointed secretary of the policy department in 1905. In 1917 he became manager of department of issue and seven years later secretary of Fidelity Mutual. He was appointed vice-president in charge of underwriting in 1941.

Brig. Gen. ANTON F. LORENZEN (U.S. army, ret.), 82, president of Life of Florida, died in Miami. A resident of Chicago for 62 years before moving to Florida in 1945, he was a well-known business executive and civic leader in the former city. Also active in politics, he helped run Henry Horner's successful campaigns for the Illinois governorship in 1932 and 1936.

KARL R. OTTESON, assistant general agent of Connecticut Mutual Life at Newark since 1956, died suddenly at Bayhead, N. J. Mr. Otteson joined the company at Newark in 1946 and became supervisor in 1949. He was president of Northern New Jersey Supervisors Assn. in 1952-53.

PAUL G. COOKE, 38, agency manager of Provident Mutual Life at St. Louis, died there of leukemia. He had been with the company since 1946.

BURT D. BABCOCK, 58, former vice-president of New World Life, died in Seattle following a long illness. He had retired in 1953.

CHARLES F. TELLER, 83, manager of Dominion Life of Canada at Philadelphia, died.

### Fraternal Actuaries To Assemble, Sept. 29

The program has been prepared for the annual meeting of Fraternal Actuarial Assn., Sept. 29, at the Hotel Fontainebleau, Miami Beach.

After the business meeting, papers will be presented by Robert H. Taylor, consulting actuary, "The Earned Reserve Approach to Policy Refunds," and John Gall, associate actuary Aid Association for Lutherans "A Billing and Accounting Procedure for Automatic Premium Loans." Previous papers will be discussed by George A. Huggins, "Welfare and Pension Plan Disclosure Legislation," and Carl H. Fischer, "The Work of the Council on Social Security Financing."

## The NATIONAL UNDERWRITER



The National  
Weekly Newspaper of  
Life Insurance

#### EDITORIAL OFFICE

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Assistant Editor: William Macfarlane

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William H. Faltyssek, William H. Faricy and  
R. R. Cuscaden

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Telephone Parkway 1-2140.

#### OFFICERS

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Louis H. Martin, Vice-President.  
John Z. Herschede, Secretary-Treasurer.  
420 E. Fourth St., Cincinnati 2, Ohio.  
Telephone Parkway 1-2140.

#### SALES OFFICES

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 10, MASS.—80 Federal St., Rm. 342, Tel. Liberty 2-9229. Roy H. Lang, Southern New England Manager and Dana L. Davis, Northern New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. WABash 2-2704. A. J. Wheeler, Chicago Manager. R. J. Wiegand and William D. O'Connell, Resident Managers.

CINCINNATI 2, OHIO—420 E. Fourth St., Tel. Parkway 1-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; Roy Rosenquist, Statistician.

CLEVELAND 14, OHIO—1387 E. 6th St., Lincoln Bldg., Rm. 208, CH 1-3396. Paul Blesi, Resident Manager.

DALLAS 1, TEXAS—309 Employers Insurance Bldg., Tel. Riverside 7-1127. Alfred E. Cadis, Southwestern Manager.

DENVER 2, COLO.—234 Commonwealth Bldg., Tel. Amherst 6-2725. J. Robert Ebelhardt, Rocky Mountain Manager.

DES MOINES 9, IOWA—327 Insurance Exchange Bldg., Tel. Atlantic 2-5966. D. J. Stevenson, Resident Manager.

DETROIT 26, MICH.—613 Lafayette Bldg., Tel. Woodward 5-2305. William J. Gessing, Manager for Indiana and Michigan.

INDIANAPOLIS 26, IND.—5634 N. Rural St., Tel. Clifford 2-2776. William J. Gessing, Manager for Indiana and Michigan.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Federal 2-9411. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—17 John St., Room 1401, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Market 3-7019. John F. McCormick, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad St., Room 1027, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

ST. LOUIS 2, MO.—221 Pierce Bldg., Tel. Chestnut 1-1634. Geo. E. Wohlgenuth, Resident Manager.

SAN FRANCISCO 4, CAL.—582 Market St., Tel. Exbrook 2-3054. Robert L. McMullen, Pacific Coast Manager.

#### CHANGE OF ADDRESS

Be sure to enclose mailing wrapper with new address. Allow three weeks for completion of the change. Send to subscription office, 420 E. Fourth St., Cincinnati 2, Ohio.

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Continental  
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Great South  
Gulf Life  
Jefferson S  
Kansas City  
Liberty Nat  
Life & Casu  
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Lincoln Nat  
National L  
North Amer  
N. W. Natio  
Ohio State  
Old Line Li  
Republic Nat  
Southland  
Southwest  
Travelers  
United, Ill.  
U.S. Life  
West Coast  
Wisconsin N



## Results For First Six Months Given

	1958 New Life Ins. Bus. \$	1957 New Life Ins. Bus. \$	1958 In Force Increase \$	1957 In Force Increase \$
Alico Life .....	538,628,423*	601,036,236*	132,212,183	326,046,326
American United Life .....	140,846,081	114,002,267	77,793,032	60,959,173
Imperial Life .....	67,878,778	64,693,541	46,733,894	46,873,098
London Life .....	317,298,045	292,976,344	208,965,280	208,320,466
New York Life .....	1,340,776,245	1,582,327,115	796,357,439	1,191,048,064
North American Life of Toronto .....	109,969,009	104,125,684	78,495,267	78,499,493
Pacific National Life .....	19,495,831	31,531,995	9,690,993	41,794,270
* Reinsurance.				

### Over 750,000 Covered By Telephone Workers \$4 Billion Program

More than 750,000 active and retired employees of the American Telephone and Telegraph Co. and its 26 affiliated companies in the Bell System had life insurance protection of close to \$4 billion as of June 30, the Institute of Life Insurance reports.

The combined programs of these companies constitute the largest private industry group insurance program in existence. It is surpassed only by the federal employees group insurance plan, which covers more than 2 million civil service workers for over \$10.5 billion of life coverage.

The Bell group programs are underwritten by 11 life companies, with each company selected by a Bell affiliate to insure its own plan. There are also reinsurance arrangements with 21 other life companies. Because of the detailed operations of the plan, one life company was selected to coordinate the systems and procedures of the over-all program.

According to the institute, life insurance equal to one year's basic salary, together with double indemnity for accidental death, is provided for 697,000 active employees for a total coverage of \$3,772,000,000.

Approximately 53,000 retired employees are currently insured for \$162 million of life protection. As a Bell employee retires, he is assured that at least one-half of his life insurance protection will continue without further contribution on his part.

The contribution of active employees to the plan amounts to 50 cents monthly for each \$1,000 of life insurance above the first \$1,000. All other costs are paid by Bell.

The company group life insurance plans have been made effective at various dates since Dec. 1, 1956.

### \$1,000 Appropriated For Teachers' Research

A \$1,000 appropriation has been made by American Assn. of University Teachers of Insurance to finance research projects of individual members during 1959. The money, allocated from a grant to the association by New York Life, will be spread over several small projects. Applications for grants from the fund are to be made during 1958. Awards to applicants will be announced at the annual business meeting Dec. 29.

The association is also creating a committee to work on standardization of insurance terminology. "Lack of standard terminology is responsible for much confusion and compounds problems of communication in the business," William Beadles, dean and vice-president, Illinois Wesleyan University, current association president, declared. "The standard terminology project will be a big one costing considerable money." Davis W. Gregg, president of American College, will head a terminology committee.

### Ryan Of Advocate Joins Christian Science Monitor

Donald D. Ryan, editor of the life department of the Insurance Advocate for the past five years, has resigned to become a reporter in the New England division of the Christian Science Monitor at Boston.

Before joining the Insurance Advocate, Mr. Ryan was editor for four years of Service, field magazine of Guardian Life. He also was responsible for the company's news and publicity releases during that time and edited Guardianews, a monthly publication for brokers.

For the past year Mr. Ryan has served as public relations adviser for New York State Assn. of Life Underwriters.

### Mississippi GAMA Formed

Mississippi General Agents & Managers Assn. has been formed as the 148th local association of General Agents & Managers Conference of National Assn. of Life Underwriters. The local association, headquartered in Jackson, is the first group of GAMC members in Mississippi.

Officers of the local association are Stanley N. Murphy, Penn Mutual, president; Delmar L. Simmons, Lincoln National Life, vice-president, and George H. Brunson, Standard Life of the South, secretary-treasurer.

### Occidental To Install Second IBM

Occidental Life of California will double the capacity of its electronic data processing system with the installation of a second IBM 650 computer unit. Installation of the new unit comes just 18 months after the first unit was introduced in the home office. Since that time, approximately 75,000 policies have been processed.

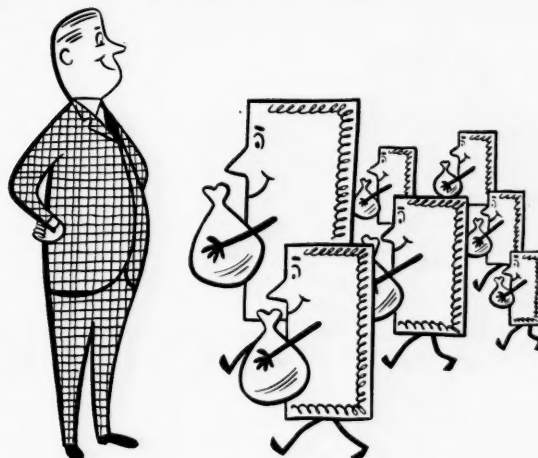
Community Mutual Life has changed its name to **American Community Mutual Ins. Co.** and with its companion company, American Hospital-Medical Benefit Association, has moved to a new home office at Plymouth, Mich.

## Stocks

By H. W. Cornelius, Bacon, Whipple & Co.  
133 S. LaSalle St., Chicago, August 19, 1958

	Bid	Asked
Aetna Life .....	201	206
Beneficial Standard .....	16 1/4	17 1/4
Business Men's Assurance .....	75	77
Cal-Western States .....	92	96
Columbian National .....	100	105
Commonwealth Life .....	24	25
Connecticut General .....	306	310
Continental Assurance .....	134	137
Franklin Life .....	67	69
Great Southern Life .....	81	85
Gulf Life .....	25 1/2	26 1/2
Jefferson Standard .....	78	80
Kansas City Life .....	1400	1425
Liberty National Life .....	35 1/4	36 1/2
Life & Casualty .....	20 1/2	21 1/2
Life of Virginia .....	105	108
Lincoln National Life .....	198	203
National L.A. .....	92	94
North American, Ill. .....	17	18
N.W. National Life .....	82	84
Ohio State Life .....	280	300
Old Line Life .....	43 1/2	47
Republic National Life .....	55	57
Southland Life .....	96	100
Southwestern Life .....	114	118
Travelers .....	82 1/2	84
United, Ill. .....	36 1/2	37 1/2
U.S. Life .....	35	36 1/2
West Coast Life .....	36	37
Wisconsin National Life .....	64	66

## WHY CAL-WESTERN LIFE is known as a "SALESMAN'S COMPANY"



### Lifetime Renewal Income

Under the company's unique "Lifetime Renewal Plan", a Cal-Western Life agent knows he will receive **lifetime** service fees on the business he writes. It's one of the most liberal commission plans in the insurance industry!

## California-Western States Life Insurance Company

Home Office: Sacramento

ONE OF THE WORLD'S GREAT LIFE INSURANCE COMPANIES

## SUN LIFE ASSURANCE COMPANY OF CANADA

\$ 3 BILLION PAID IN POLICY BENEFITS SINCE 1871

\$ 7 3/4 BILLION LIFE INSURANCE IN FORCE

## LAA History Relates Ad Expenditures

(CONTINUED FROM PAGE 7)

insurance but also such other lines as fire, marine, automobile, accident and casualty insurance. Consequently, some of its advertisements cover the broad field of protection while others relate to specific lines such as life insurance. For national advertising only, the company spent \$74,509 in 1933. The 1957 figure was \$1,412,000. "Although the Travelers had, almost from the beginning, made use of

practically every known form of advertising and sales promotion," the company reports, "it was not until 1933 that its national advertising began to be organized into a modern, carefully coordinated program." The company began cautiously by using only Parents' Magazine to advertise life insurance for the education of children, and the following year substantially extended its list of magazines.

Copy for Travelers has been of outstanding merit, and its advertisement, "The Greatest Reason in the World," is often regarded as a classic. Many of its advertisements have been written in clever jingles, the first one having appeared in 1934 and the most recent in 1958. From 1934 to 1955 an unusual series of four-color advertisements appeared in National Geographic Magazine picturing scenes in far away lands, animals and insects—to appeal to the magazine's special audience. These occupied choice position opposite the first page of editorial

material. The copy used an oblique approach to the desirability of insurance protection.

Since January, 1956, Travelers advertising has stressed that the Travelers' representative could serve every need for insurance protection. Magazines are used almost exclusively.

Mutual of New York advertising sporadically prior to 1942, placing occasional advertisements in magazines and its annual statement in newspapers. The advertising appropriation has jumped from \$125,000 in 1933 to \$1 million in 1958.

### Mutual To Radio In 1942

With the organization of a public relations division in 1941, a public service campaign on "how to keep well in wartime" was started in 1942 on radio. However, the company concluded that magazines were a more suitable medium and the following year inaugurated a series of half pages. Copy discussed social security and its relationship with life insurance.

A change in advertising agencies and also sales philosophy, occurred in 1951. Space was increased to full pages and copy covered particular life insurance needs. The theme shifted again in 1957 to feature discount pricing for larger policies, although the company reports "obviously we do not plan to stay with the present theme indefinitely."

The company's corporate name—the Mutual Life Insurance Co. of New York—has always had a high confusion factor with other life insurance companies. So advertising has aimed to create identification with MONT, the initials of Mutual of New York.

### Problem Of Corporate Identity

A number of life insurance companies have faced up to the problem of establishing corporate identity through advertising. Because of the nature of the business, with no tangible product, it often becomes difficult for the public to distinguish one company from another. Moreover, most company names are not distinctive; instead, there is confusing similarity.

Among the companies which went into receivership in the early thirties was the National Life Ins. Co. of Chicago. As news stories simply referred to "National Life" there was naturally confusion in the public mind with the National Life Ins. Co. which had its home office in Montpelier, Vt.

Time magazine, with an asterisk and clarifying footnote, reported "the solid rockbound old Vermont company, National Life Ins. Co. of Vermont." It was this footnote which prompted the company to start an identification advertising program of 18 years' duration in mass circulation magazines built around incidents in the history of Vermont and tying in with life insurance needs, using the familiar "just as . . . so too" copy technique. The campaign has succeeded in giving the company a corporate identity which prevents it from becoming confused with any of the many other life insurance companies in the

# 4 reasons why you should become a C.L.U.

- 1 The C.L.U.'s income actually increases while he is preparing for exams!
- 2 The typical C.L.U. earns a higher income after attaining his designation!
- 3 He enjoys higher prestige among his associates and clients!
- 4 He benefits from valuable associations with other successful life insurance people at the local C.L.U. chapter meetings . . . and from the informative material he regularly receives from the American College of Life Underwriters.

For complete information about the C.L.U. Study Program,  
write to American College of Life Underwriters,  
3924 Walnut Street, Philadelphia 4, Pa.



## MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.  
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, AND GROUP INSURANCE  
MONT TODAY MEANS MONEY TOMORROW

## A Service Guide

ACTUARIAL COMPUTING  
SERVICE, INC.



1389 Peachtree Street,  
N.E., Atlanta 8, Georgia,  
P.O. Box 6192, Tel.  
TRinity 5-6727.



country with the word "national" in their names.

By 1933 Phoenix Mutual had already established a record of persistent advertising on a particular copy theme. Thirty years ago Bruce Barton started the company off on its retirement income campaign with an advertisement depicting a man fishing and headed "To men who want to quit some day." An advertisement of 1933 and one of 1958 are almost identical in copy appeal and layout. Even the amounts of suggested retirement income have not changed much. In 1933 a headline read: "How a man of 40 can retire 15 years from today" and a sub-head promised "\$250 a month beginning at age 55." In 1958 an almost identical layout was headed, "How we retired in 15 years with \$300 a month."

Over the years Phoenix Mutual's coupon advertising has had a cumulative effect. Even today the company occasionally receives coupons from advertisements which appeared in the Literary Digest, which expired in 1937. Moreover, other benefits from this advertising probably outweigh the substantial number of coupons it has received. It has built name recognition to a far greater degree than might be expected from its very modest annual advertising expenditure.

#### No Other Theme So Good

The advertising manager "admits to amazement at the continued success of the campaign during the inflation years. Other appeals have been tested, some of them recently, but as yet none has come close to the pulling power of retirement." The company is now expanding its advertising into other fields.

New England Life started its nation-

al magazine advertising in 1933 with an expenditure of about \$50,000. Currently it is spending \$650,000, not including sales promotion, direct mail and public relations. The depression dictated the early copy themes, such as strength and stability. With World War II public service advertising appeared, and this was followed by an unusually successful campaign dealing with the problems of the serviceman returning to civilian life. Timeliness also characterized a later campaign based on the rising cost of living tied in with the need for additional life insurance—"Fathers, too, are worth more now!"

#### Features Landscapes In Color

A predilection for four-color landscape photographs and paintings is apparent in the company's current campaign. Earlier a somewhat similar series related the changing seasons to changing life insurance needs. The present series features beautifully serene landscapes with copy built around the slogan "a better life for you." Life values are related to life insurance values.

For generations the company had been called, for short, "New England Mutual." Through its advertising it now seeks to become identified as "New England Life," to avoid confusion with the many other companies with the word "mutual" in their names. However, unlike National Life of Vermont, New England Life disclaims trying to develop corporate identity with New England.

Although Northwestern Mutual spent \$49,516 for all types of advertising in 1933, it was not until 1934 it began a national magazine advertising program. Its 1957 over-all expenditure was \$605,920.

## TAKE THE WORD OF A PROFESSIONAL



**JAMES B. SMITH, PRESIDENT  
EARLY AMERICAN INSURANCE CO.**

Being a member of  
**THE FOUNDATION GROUP**

Gave our Business better than a  
**Million Dollar Boost . . .**

Early American produced more business last year than many large companies produce in their first 10 years of business. We exceeded our goal by 20%. **THE FOUNDATION GROUP** was a great help in reaching this vantage point.

**THE FOUNDATION GROUP** can cut your costs, increase your profits.

**THE FOUNDATION GROUP** absorbs the burden of detail, cuts your expense where home office work is concerned. You, like other alert insurance executives, can profit from a service which includes: processing applications, issuing policies, mailing premium notices, auditing and paying bills, handling premium and general accounting.

Write today. You may qualify as a member of

**THE FOUNDATION  
GROUP**

Box 321, Northside Station

Atlanta 5, Georgia

## AID ASSOCIATION FOR LUTHERANS

APPLETON, WISCONSIN

Our 49 General Agents

are former AAL

representatives.

All members of our

Home Office agency manage-

ment staff have come

from our field force.

*Trains and  
promotes  
its Agency and  
Agency  
management  
staff  
members*

*A.A.L. Representative  
CAREER WITH  
A FUTURE*

America's largest fraternal life insurance society.

## For Repeat Buyers, Repeat Advantages

Pleasant surprises await the repeat buyer of Occidental life insurance when he adds to his program through supplemental riders on his original policy. (And many do!)

Each such new purchase attached to his original policy represents a cost advantage under our plan of "cheaper by the dozen." He buys new coverage at lower rates because the original policy carries an important part of the administrative cost load.

That's why buyers with their big insurance needs still to come, family or business, can profitably start—and stay—with an Occidental plan.

Just one more advantage of what we call "Change-Easy" insurance.



**ccidental Life**

INSURANCE COMPANY OF CALIFORNIA

Home Office: Los Angeles / W. B. Stannard, Vice President

*We pay Lifetime Renewals...they last as long as you do!*

# FIDELITY

A WELL-BALANCED COMPANY

Symbol of  
professional pride  
...Life Insurance dedicated  
to the Public Service.



## The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA



The DINKLER-TUTWILER



The BELVEDERE



The JAMAICAN



The ST. CHARLES



The DINKLER-ANDREW JACKSON



The DINKLER PLAZA



The DINKLER-JEFFERSON DAVIS

### HOTELS

THE DINKLER PLAZA  
Atlanta  
THE DINKLER-TUTWILER  
Birmingham  
THE DINKLER-JEFFERSON DAVIS  
Montgomery  
THE DINKLER-ANDREW JACKSON  
Nashville  
THE ST. CHARLES  
New Orleans

### MOTOR INNS

THE JAMAICAN  
Jacksonville, Fla.  
THE BELVEDERE and  
THE BELVEDERE ICE RINK  
Atlanta, Georgia

### RESTAURANTS

THE LUAU  
America's Most Exotic, Exciting,  
Exceptional Restaurant in Decades

## DINKLER ENTERPRISES

CARLING DINKLER, President  
CARLING DINKLER, JR., V. P. and Gen. Mgr.

Immediate reservation confirmation via Teletype at  
no charge through any Dinkler hotel or representative  
NEW YORK: Circle 7-6940 • CHICAGO: MOhawk 4-5100  
WASHINGTON: EXecutive 3-6481



The LUAU

## '57 New Business, Life In Force Totals Shown For Illinois

All figures are for ordinary unless designated (G) for group or (I) for industrial. New business figures include business revived and increased.

ILLINOIS COMPANIES		New Business	In Force
		\$	\$
All American L.&C.	(G)	15,080,229	17,272,892
Allstate Life	(G)	1,065,500	1,118,500
Amalg. Labor Life	(G)	3,910,400	3,889,400
Amalg. L.&H.	(G)	138,000	702,062
Amalg. L.&H.	(G)	879,500	15,280,214
Bankers L.&C.	(G)	12,000	104,142
Bankers L.&C.	(G)	309,500	9,716,500
Bankers Mutual	(G)	49,082,668	142,526,876
Ben. Assn. RR. Emp.	(G)	6,311,792	84,170,900
Central Standard	(G)	4,913,790	23,383,351
Chicago Met. Mut.	(G)	1,761,309	7,760,197
Constitution Life	(G)	6,253,472	47,627,805
Continental Assur.	(G)	5,202,036	83,208,117
Cornbelt Life	(G)	1,319,736	812,500
Country Life	(G)	14,580,071	73,048,671
Farmers Equitable	(G)	4,050,751	16,220,772
Federal Life	(G)	205,000	51,048,800
Fidelity Life	(G)	1,000	1,000
Franklin Life	(G)	49,235,727	271,766,287
Globe Life	(G)	141,383,555	508,971,022
Great Lakes	(G)	2,848,426	4,657,949
Great States Mut.	(G)	51,500	51,500
Horace Mann	(G)	89,585,193	765,544,285
Illinois Mid-Cont.	(G)	2,839,000	10,404,000
Jackson Mutual	(G)	359,500	359,500
Municipal of Am.	(G)	24,178	24,178
Mutual Lcl. 134	(G)	30,557,787	149,039,453
Mutual Trust	(G)	9,231,100	9,231,100
North American	(G)	4,422,137	29,661,620
No. Am. of Chicago	(G)	319,240	1,817,489
Old Republic	(G)	55,077,435	253,959,355
Protective Life	(G)	2,448,274	41,520,886
Prudence Life	(G)	1,553,968	1,553,968
Reliance Mut.	(G)	2,686,501	13,981,335
Rockford Life	(G)	15,537	675,250
Self Help Mut.	(G)	3,815,294	16,549,935
State Farm	(G)	928,000	827,000
Supreme Liberty Life	(G)	1,089,250	306,000
United of Am.	(G)	3,039,089	11,045,451
Victory Mut. Life	(G)	426,000	1,205,000
Washington Nat.	(G)	485,000	485,000
Western Mutual	(G)	99,500	1,469,229
Acacia Mutual	(G)	14,000	314,500
Aetna Life	(G)	5,506,551	10,435,541
Am. Bankers, Fla.	(G)	460,125	3,035,131
Am. Hosp. & Life	(G)	228,500	976,000
American Mut.	(G)	2,000	14,000
American Nat.	(G)	1,996,000	36,907,000
American Republic	(G)	7,597,603	72,184,319
American United	(G)	1,999,392	8,744,752
Atlanta Life	(G)	682,370	2,185,606
Bankers Life, Ia.	(G)	7,299,134	49,559,972
Bankers of Nebr.	(G)	14,978,730	12,718,867
Bankers Nat.	(G)	11,652,304	55,403,613
Bankers Security	(G)	9,156,333	14,623,092
Beneficial Standard	(G)	602,001	2,373,383
Berkshire Life	(G)	1,620,966	11,154,119
B.M.A.	(G)	663,153	1,135,697
California Life	(G)	50,617	50,617
Capitol Life	(G)	6,927,772	28,766,465
Cavalier Life	(G)	15,251,000	62,153,977
Central Life	(G)	2,376,289	18,811,066
Central Nat.	(G)	24,496,076	125,443,968
College Life	(G)	13,872	14,275,827
Columbian Nat.	(G)	3,094,952	13,052,515
Columbia Nat.	(G)	5,236,525	5,733,141
Columbus Mutual	(G)	4,081,661	19,794,258
Commercial Life, Mo.	(G)	4,896,200	14,312,884
Commonwealth L.&A.	(G)	8,299,000	13,406,000
Conn. General	(G)	23,758,084	45,000,697
Conn. Mutual	(G)	742,264	2,741,521
Credit Life	(G)	1,135,697	215,000
Cuna Mut.	(G)	496	496
Detroit Mut.	(G)	9,271,715	56,903,279
Employees Mut.	(G)	27,064,267	106,177,821
Equitable Soc.	(G)	13,461,446	43,938,941
Equitable of Iowa	(G)	1,105,590	6,659,630
Farm and Home	(G)	8,070,951	80,264,689
Farmers Life	(G)	25,147,206	198,771,339
Farmers New World	(G)	137,536,300	1,234,190,600
Federal L.&C.	(G)	342,139	342,139
Fidelity L.&I.	(G)	773,612	3,732,980
Fidelity Mutual	(G)	82,008	942,375
General American	(G)	2,950,622	18,193,041
Girardian	(G)	15,310,456	58,091,750
Golden State	(G)	341,659	25,574,698
Government Emp.	(G)	7,063,811	43,168,077
Government Pers.	(G)	3,251,629	4,953,878
Great American	(G)	10,358,429	37,047,897
Great Fidelity	(G)	1,746,250	2,795,750
Guarantee Mutual	(G)	64	1,314,163
Guardian Reserve	(G)	58,000	285,653
Guardian	(G)	764,558	828,543
Home	(G)	13,581,603	135,562,811
Homesteaders	(G)	14,557,414	127,345,732
Independence L.&A.	(G)	8,396,559	28,340,596
Indianapolis	(G)	1,866,569	4,251,442
Inter-Ocean	(G)	487	847
Jefferson Nat.	(G)	1,445,367	740,239
Jefferson Standard	(G)	566,201	330,550
John Hancock	(G)	1,465,971	2,106,171
Kansas City	(G)	2,905,643	25,917,117
Lafayette	(G)	9,410,691	44,991,861
Life of Am.	(G)	169,891	4,747,940
Life of No. Am.	(G)	46,265	45,965
Life of Va.	(G)	11,496,000	11,475,000
Life of Va.	(G)	2,000	628,271

New Business		In Force
	\$	\$
Cavalier Life	(G)	111,040
Central Life	(G)	24,220,531
Central Nat.	(G)	4,986,954
College Life	(G)	3,432,972
Columbian Nat.	(G)	1,020,196
Columbia Nat.	(G)	3,409,967
Columbus Mutual	(G)	3,944,164
Commercial Life, Mo.	(G)	75,863
Commonwealth L.&A.	(G)	2,007,231
Conn. General	(G)	963,773
Conn. Mutual	(G)	1,122,746
Credit Life	(G)	1,502,161
Cuna Mut.	(G)	251,900
Detroit Mut.	(G)	25,500
Employees Mut.	(G)	29,655,996
Equitable Soc.	(G)	34,238,447
Equitable of Iowa	(G)	50,946,833
Farm and Home	(G)	44,192,484
Farmers Life	(G)	2,061,212
Farmers New World	(G)	739,029
Federal L.&C.	(G)	561,935
Fidelity L.&I.	(G)	57,801,501
Fidelity Mutual	(G)	3,478,136
General American	(G)	3,757,835
Girardian	(G)	145,388,349
Golden State	(G)	92,253,162
Government Emp.	(G)	15,530,839
Government Pers.	(G)	499,000
Great American	(G)	579,658
Great Fidelity	(G)	1,728,037
Guarantee Mutual	(G)	2,622,102
Guardian Reserve	(G)	2,688,946
Guardian	(G)	46,143
Home	(G)	8,898,613
Homesteaders	(G)	9,561,600
Independence L.&A.	(G)	13,242,714
Indianapolis	(G)	1,148,318
Inter-Ocean	(G)	2,854,574
Jefferson Nat.	(G)	434,452
Jefferson Standard	(G)	726,188
John Hancock	(G)	1,908,750
Kansas City	(G)	969,055
Lafayette	(G)	217,514
Life of Am.	(G)	563,959
Life of No. Am.	(G)	1,398,853
Life of Va.	(G)	868,810
Life of Va.	(G)	6,196,062
Life of Va.	(G)	39,500
Life of Va.	(G)	8,456,838
Life of Va.	(G)	868,402
Life of Va.	(G)	181,209
Life of Va.	(G)	8,000
Life of Va.	(G)	5,977,269
Life of Va.	(G)	78,000
Life of Va.	(G)	10,553,515
Life of Va.	(G)	230,000
Life of Va.	(G)	2,043,742
Life of Va.	(G)	112,584,842
Life of Va.	(G)	33,515,347
Life of Va.	(G)	12,450,243
Life of Va.	(G)	4,241,843
Life of Va.	(G)	1,851,945
Life of Va.	(G)	326,989
Life of Va.	(G)	624,000
Life of Va.	(G)	1,763,433

### Convention Dates

Sept. 7-12, National Assn. of Life Underwriters, annual, Statler-Hilton hotel, Dallas	Ohio State Old Equity
Sept. 22-24, Life Office Management Assn. annual, Chalfonte-Haddon Hall, Atlantic City, N. J.	Pacific Mutual
Sept. 22-24, International Claim Assn. annual, French Lick Springs hotel, French Lick, Ind.	Pan-American
Sept. 22-25, Assn. of Superintendents of Insurance of the Provinces of Canada, annual, Empress hotel, Victoria, B.C.	Patriot Life
Sept. 29, Fraternal Actuarial Assn., annual, Hotel Fontainebleau, Miami Beach.	Paul Revere
Sept. 29-Oct. 1, National Fraternal Congress annual, Hotel Fontainebleau, Miami Beach.	Penn Mutual
Oct. 2-4, Society of Actuaries, annual, Newland Plaza hotel, Cincinnati.	Peoples Life
Oct. 6-7, Conference of Actuaries in Practice, Morrison hotel, Chicago.	Phoenix
Oct. 8-10, American Life Convention, annual, Edgewater Beach hotel, Chicago.	Postal L.&C.
Oct. 22-24, Life Advertisers Assn., annual meeting, Queen Elizabeth hotel, Montreal.	Presbyterian
Oct. 23-25, Midwest Management Conference, French Lick, Ind.	Provident L.
Oct. 27-29, Health Insurance Assn., individual insurance forum, Drake hotel, Chicago.	No tee
Nov. 6-7, New York State Assn. of Life Underwriters, fall delegate meeting, St. Moritz hotel, Lake Placid, N. Y.	PERSE
Nov. 10-13, Life Insurance Agency Management Assn., annual, Edgewater Beach hotel, Chicago.	187
Nov. 19-21, Institute of Home Office Underwriters, Hollywood Beach hotel, Hollywood Beach, Fla.	
Nov. 20, Insurance Federation of New York annual, Waldorf-Astoria, New York City.	
Dec. 8-12, National Assn. of Insurance Commissioners, midwinter, Roosevelt hotel, New Orleans.	
Dec. 8-9, Assn. of Life Insurance Counsel, winter meeting, Waldorf-Astoria hotel, New York.	
Dec. 9, Institute of Life Insurance, annual, Waldorf-Astoria hotel, New York City.	
Dec. 10-11, Life Insurance Assn. of America, annual, Waldorf-Astoria hotel, New York City.	
Dec. 28-29, American Assn. of University Teachers of Insurance, annual, LaSalle hotel, Chicago.	
Feb. 20-21, New York State Assn. of Life Underwriters, general agents and managers meeting, Gideon Putnam hotel, Saratoga, N. Y.	



	New Business	In Force		New Business	In Force		New Business	In Force		New Business	In Force
	\$	\$		\$	\$		\$	\$		\$	\$
Lincoln Mutual (G)	1,054,659	7,324,563	Provident L.&C. (G)	3,517,750	52,280,010	Illinois L.&A. (G)	217,318	535,419	United Polish Women	69,400	2,077,503
Lincoln National (G)	57,013,230	435,425,007	Provident Mut. (G)	3,511,410	5,154,000	Illinois Security (I)	9,500	11,000	Unity of Czech	31,000	3,032,626
Loyal Prot. (G)	342,966	1,765,775	Prudential (G)	9,582,385	84,755,869	Jefferson Life (I)	234,898	1,065,110	Western Cath. Un. ....	344,750	7,282,351
Lutheran Mut. (G)	127,962	274,878	Quaker City (I)	255,426	330,624	Marquette Life (G)	14,250	143,392	Women's Foresters ..	626,500	16,544,101
Maine Fidelity (G)	6,573,866	48,589,966	Reserve Life (G)	595,176,855	2,850,884,164	Peerless Life (I)	4,000	64,200	OUT OF STATE FRATERNALS		
Mammoth L.&A. (I)	8,000	920,353	Security Benefit (G)	78,101,055	733,776,442	Pilgrim Nat. (I)	1,130,771	2,957,736	Aid Assn. Lutherans	22,195,632	141,481,080
Manhattan Life (G)	2,727,353	3,701,100	Security-Conn. (G)	217,252	217,252	Pioneer Life (I)	424,300	5,361,000	American Frat. Union	68,047	1,410,573
Mass. Ind. & Life (G)	2,876,709	27,288,780	Standard L.&A. (G)	32,000	32,000	Pioneer-Sec. (I)	586,157	885,953	Ben Hur Life	591,800	10,002,071
Mass. Mutual (G)	1,586,836	6,091,571	Standard of Ind. (G)	18,949,274	26,104,260	Union Life (I)	1,242,910	7,668,718	Cath. Central Un. ....	37,500	1,492,558
Metropolitan (G)	66,299,969	421,995,365	State Mut. (G)	15,103,727	75,938,972	Unity Mutual (I)	26,145,797	38,929,372	Cath. Family	268,000	1,421,339
Ministers L.&C. Union (G)	27,087,279	95,214,794	Stuyvesant Life (G)	6,643,994	10,339,194	FRATERNALS			Cath. Knights	88,250	1,399,038
Minnesota Mut. (G)	2,319,299	2,454,734	Sun Life of Maryland (I)	2,200,490	2,908,714	Cath. Foresters	423,900	5,923,130	Croatian Cath. Union	67,100	1,348,350
Monarch Life (G)	21,524,947	123,875,653	Superior Life (I)	2,639,653	10,850,626	Cath. Foresters & Ladies	1,779,590	27,552,417	Czech Cath. Un. ....	345,900	11,453,922
Monumental Life (G)	2,604,922	15,222,758	Travelers (G)	144,000	128,000	Concordia Mutual	1,576,408	19,148,663	Degree of Honor	28,000	1,765,872
Mount Vernon Life (G)	86,183	843,783	Union Central (G)	34,000	34,000	Czech Soc. ....	1,199,850	19,284,120	Equitable Res. ....	89,500	1,603,956
Mutual of N.Y. (G)	40,319,618	402,700,748	Union Labor (G)	1,250,587	2,530,378	Firemen's Mutual	142,000	6,964,354	1st Cath. Slov. Ladies	291,897	4,912,042
Mut. Service Life (G)	264,545	1,051,032	Union Mutual (G)	2,678,966	23,642,213	Grand Carniolian	249,000	8,536,752	1st Cath. Slov. Un. ..	252,000	6,374,495
Nat. Fidelity Life (G)	187,916	1,250,103	United Benefit (G)	284,511	2,222,775	Ind. Ord. Svith. ....	168,000	4,747,889	Gleaner Soc. ....	728,656	7,087,183
National Guardian (G)	369,280	3,603,764	United Home (G)	13,258,000	76,024,970	Ind. Ord. Vikings ....	2,255,454	22,554,454	Greater Ben. Un. ....	274,250	3,678,446
National Home (G)	3,708,922	6,885,587	U.S. Life (G)	1,148,446	9,228,971	Italo Am. Union	124,265	2,799,022	Hungarian Ref. Fed. ..	239,000	1,361,038
National L.&A. (I)	15,170,929	72,686,698	Universe Life (G)	20,617,672	95,898,444	Modern Woodmen	6,398,655	84,619,370	Knights of Columb. ..	11,817,621	69,861,490
National Life Co. (G)	25,006,702	160,241,821	Volunteer State (G)	3,030,500	77,541,072	Mutual Ben. & Aid ..	287,000	3,392,619	Ladies Cath. Ben. ....	429,500	6,598,161
National Res. (G)	871,403	2,299,405	Western & Southern (G)	1,283,700	7,109,619	North Am. Union	82,500	5,838,858	Lith. All. ....	57,000	1,436,444
Nat. Travelers (G)	8,000	124,571	Western Life (G)	10,531,894	34,051,153	Ord. Sons of Italy ....	111,900	1,098,050	Lith. R.C. All. ....	30,750	1,315,888
Nationwide (G)	401,138	2,742,190	Wisconsin Life (G)	4,226,785	21,707,788	Polish Alma Mater ..	77,500	3,442,965	Lutheran Broth. ....	10,866,757	54,964,420
New England Mut. (G)	733,923	2,752,719	Wisconsin Nat. (G)	93,000	372,500	Polish Nat. Alliance	2,637,000	55,062,670	Maccabees	765,559	6,804,337
New York Life (G)	55,485,807	398,835,117	Woodmen A.&L. (G)	45,000	713,000	Polish R.C. Union	1,024,000	11,894,726	National Mutual Ben.	565,275	2,823,570
North Am. L.&C. (G)	7,904,058	24,772,831	World (G)	259,580	1,043,493	Polish Women's All. ..	315,500	11,894,726	Natl. Slov. Soc. ....	93,250	2,297,123
North Am. Re. (G)	4,855,900	20,191,700	Zurich Life (G)	15,486,134	17,238,157	Royal League	327,928	7,088,889	Polish Natl. ....	110,800	2,126,210
North Central Life ..	91,718	1,002,948	Canada Life (G)	56,206,798	303,466,296	Royal Neighbors	4,430,500	96,051,696	Polish Un. of U.S. ....	91,200	2,391,943
Northwestern Mut. ..	141,125	513,000	Crown Life (G)	5,956,891	8,779,653	Slovene Natl. Ben. ..	320,000	6,308,578	Prot. Home Circle ....	144,006	1,727,797
Northwestern Nat. (G)	79,075,282	862,878,772	Great-West (G)	52,583,436	223,393,836	CANADIAN COMPANIES			Royal Arcanum	224,500	4,902,031
Occidental of Cal. (G)	3,281,444	41,739,068	Manufacturers (G)	572,462	4,264,084	Canada Life	3,096,297	18,107,120	Serb Nat. Fed. ....	95,050	2,433,702
Ohio National (G)	28,443,363	141,699,351	Nor. Am. of Toronto (G)	16,464,897	61,748,936	Crown Life	602,250	2,477,750	Slovak Cath. Sokol ..	62,000	2,398,434
Ohio State (G)	44,166,250	194,085,550	ASSESSMENT COMPANIES			Great-West	320,641	4,301,985	Slovak Gymn. Un. Sokol	19,700	1,931,481
Old Line (G)	40,933,550	157,959,744	Acme Life (G)	105,732	131,119	Manufacturers (G)	16,526,641	149,228,895	Sons of Norway	223,500	1,459,807
Pacific Mutual (G)	564,836	698,075	American Int. (I)	112,450	1,321,259	Nor. Am. of Toronto	10,339,031	78,739,779	Ukr. Nat. Assn. ....	473,000	5,872,970
Pan-American (G)	7,874,354	80,358,415	American Life (G)	30,750	167,750	Sun of Canada (G)	5,184,238	45,198,760	Ukr. Workmen's ..	126,250	1,228,613
Patriot Life (G)	3,095,726	18,869,682	Central National (I)	52,000	5,858,000	U.S. Life			Western Bohemian ..	345,023	4,184,750
Peoples Life (G)	1,020,537	4,962,567	Colonial Life (I)	40,500	408,131	Acme Life	105,732	131,119	Wm. Penn. Frat. ....	600,440	5,025,137
Philadelphia (G)	65,652,428	66,167,973	Crown Life (I)	1,328,371	2,857,746	American Int.	112,450	1,321,259	Women's Benefit ..	150,536	8,882,690
Phoenix Mutual (G)	3,412,974	12,689,524	Employees (G)	93,500	675,500	American Life	30,750	167,750	Woodmen Circle ....	324,191	5,122,225
Penn Mutual (G)	3,541,896	22,193,978	Golden Rule (G)	326,502	558,202	Central National	52,000	5,858,000	Workmen of World ..	1,568,818	16,252,169
Pierces (G)	2,179,762	7,739,364	Crown Life (I)	57,436	968,692	Colonial Life	40,500	408,131	Workmen's Benefit ..	490,590	2,399,382
Post L.&C. (G)	30,214,415	304,627,064	Employees (G)	5,000	59,000	Golden Rule	1,222,327	2,709,940			
Post Life (G)	599,100	610,100	Family Prot. (I)	146,912	2,372,296	Guarantee Trust	404,000	1,272,000			
Presbyterian (G)	41,966	1,639,206	Golden Rule (G)	1,222,327	2,709,940		419,608	5,635,519			
Provident L.&A. (G)	3,268,743	12,495,644									
	4,021,337	14,934,858									

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## NALU Site Decision Hit; Pamphlet Possible

(CONTINUED FROM PAGE 1)

original site and Mr. Marsh said he doubted that the government would pay more than that. Even that would take an appropriation by Congress unless the General Services Administration wanted to flout the will of Congress, said Mr. Marsh, because in the special act authorizing condemnation of the Conger laundry property the GSA was given no choice but to make the exchange with NALU.

Because of the specific instructions in the act and the insistence of Chairman Thomas of the House appropriations committee that the property be occupied by a taxpayer and not turned over to the State Department for a grass plot or parking area, the GSA would be asking for trouble if it went ahead and bought the property from NALU out of available funds without getting specific authorization from Congress, in Mr. Marsh's opinion.

The reported price of \$140,000 for releasing the land to the government is far out of line with its value, the former building committee believes. Mr. Marsh pointed out that the value of the property NALU was to get in the exchange would be, on the basis of the condemnation award, about \$355,000, while on the same basis the value of the original, smaller site would be about \$230,000, or more than double what NALU paid Acacia Mutual for it.

Mr. Marsh said it was incomprehensible to the committee that the NALU board, after President Albert C.

Adams and Secretary William S. Hendley had signed the necessary papers to exchange NALU's original site for the larger one on the same block, should have called the deal off and decided to look elsewhere for a headquarters building location.

### Restrictions Not New

The restrictions which the government had stipulated as a prerequisite to the exchange of properties and which Mr. Adams gave as the basis for doubting the wisdom of erecting a million-dollar structure on the site, were, said Mr. Marsh, unchanged since the board first was told of them, months ago.

Neither the committee nor NALU's general counsel considered them onerous, anyway, he said, adding that they were included mainly so NALU would not appear to be getting specially favored treatment and thereby subject the government agency to hostile scrutiny. The proviso that the site could be sold by NALU only to another non-profit organization would mean little, said Mr. Marsh, because Washington is full of such organizations and there would be a ready market for the building, should NALU ever want to sell.

Moreover, he said, the government had agreed to waive restrictions as respects the mortgagee, during the amortization period of the original mortgage, and Acacia Mutual, from which NALU had bought the original site, stood ready to lend whatever money might be needed up to half a million dollars.

### Cites Cost As \$2.68 A Foot

"We'd have had this million-dollar building with 15,000 square feet of usable floor space for NALU, exclusive of LUTC's space, for a cost of \$2.68 per square foot per year, including interest, mortgage amortization, housekeeping, and taxes," said Mr. Marsh. "Compare that with the \$4.25 a foot, plus \$1.75 a year per square foot for remodeling and partitioning, that NALU will pay for the space it will move into in October on a two-year lease."

The NALU announcement that it is switching to a more "functional" type of building also aroused the members of the former building committee. They consider that aside from the possible substitution of brick for stone as the exterior finish, the only way of making the plans more "functional" would be to eliminate the foyer in which the bronze memorial tablets will be displayed.

But, said Mr. Marsh, the plans called for using the entire wall space of the foyer for the bronze tablets, so it would be impossible to reduce the foyer size materially and still keep faith with the hundreds of contributors who were assured that their names or those they designated would be displayed in bronze. In fact, this memorial foyer has been responsible for raising most of the \$650,000 that has come in, Mr. Marsh emphasized, and should be responsible for many more contributions.

The Cleeton committee resigned en masse because of two items in a resolution adopted by the NALU board at a special meeting last month. One expanded the committee by adding the NALU president and managing director as members, the other directed the committee not to make any contract or commitment without

the managing director's endorsement and the approval of the executive committee. The building committee, said Mr. Marsh, was willing to accept everything except the "veto power" of the managing director, which it was felt would fasten an impossible hobble on the committee's ability to expedite matters.

When the personnel of the new building committee was announced several weeks ago, neither the NALU president nor managing director were listed as members, despite the board's earlier resolution specifying that they be members of the committee. This omission was not lost on members of the old committee.

"It clinches our belief that the real purpose of the board's special meeting and the restrictions on our committee was to get us to resign," said Mr. Marsh.

### H. A. HEDGES' VIEWS

The same view was expressed by another member of the old committee, Herbert A. Hedges, general agent of Equitable Life of Iowa at Kansas City, who, like Mr. Cleeton, is a former NALU president. Mr. Hedges wrote THE NATIONAL UNDERWRITER to set the record straight on several points.

"From the results and the information received since the resignation of this committee, it seems certain to me, and to others, that the special meeting was designed to get the resignation of the committee," Mr. Hedges wrote. "Let me call attention to the fact that the new committee does not include the president of the association and the managing director. And this particular point was the one that actually caused the former committee to resign. . . ."

"I am further informed from reliable sources that two members of the executive committee are very much opposed to the action that has been taken, namely, the resolution that caused the old committee to resign, and also the naming of a new committee without an attempt to reconcile the differences."

Earlier in his letter Mr. Hedges said: "First, I would like to compliment you on your editorial comment in THE NATIONAL UNDERWRITER of Aug. 2. Based on information that you had, which I am sure you had reason to believe was authentic, I don't know how you could have done a better job. The unfortunate thing is that the information you have is not correct."

### Vote Was Not Unanimous

"1. The vote of the board of trustees was not unanimous on the following point: The board voted 9 to 5 to proceed with the transfer of the property, securing title to the larger tract of land facing C street and, according to the latest information as of Friday, the resolution still stands ordering the building committee to proceed to make exchange and to build a building on the site facing C street and the State Department Building. [The executive committee later voted to release the C street site and look elsewhere.—Ed.]

"2. Only seven members of the board held what we are informed could be called a rump session the following morning when our resignation was delivered to this group. We are informed that the board was dismissed at the end of the session on Monday night, and seven members of the board met with the officers on Tuesday morning. In this seven-member board group, two men of the group fought to remove the restrictions, with the exception of the \$750,-

000 figure as the cost of the building. This is all a matter of record if we were allowed to read the minutes."

"In addition, it was publicly stated in the meeting by an immediate past president, and by two other members of this so-called seven-member board that they all realized that we could not build the building for \$750,000 and furnish the same space, but it was thought it would be good public relations to at least see what we could do at that figure and if we needed more money to come back."

"3. This same board had all the information about the few restrictions that would be placed on this group at the time the resolution under which we were operating was adopted in Detroit. Mr. Adams made the motion at the midway meeting in Roanoke, March 28, 1957, to increase the cost of the building to \$1 million, exclusive of the land. This same resolution was reaffirmed at the midway meeting in Birmingham last March."

"Might I call your attention to long-drawn-out conference in Detroit in September, 1957, with the officers of the board, including the managing director who prevailed upon me to accept the chairmanship of the fundraising committee, which position had declined to accept for two days. The matter of expense of raising money was the main thing in my discussion with Mr. Adams and Managing Director Schriver. I appeared before the board of trustees at their invitation, and that is also a matter of record, accepting it under certain conditions."

### Told To Plan Campaign

"I was instructed by Mr. Adams to confer with my committee and national headquarters staff, to plan my campaign, to prepare printed literature, and I was congratulated by Mr. Adams at the Birmingham meeting in March, where I again appeared before the board and gave them a complete resume of the activities, monies collected, pamphlets distributed, etc. I was given a pat on the back at that time. Let us remember that there were no new issues raised at the special board meeting in Washington, D. C. Also, the restrictions in building and re-sale are in the minutes of NALU, together with any other points in question."

"I would like to make it eminently clear, to all people concerned that I am not in any way a 'sorehead' about this whole business, but I am of the opinion that power politics have been used to settle drastic personal clashes. Again I must tell you that I know that Mr. Adams refused to hold a conference prior to the calling of the special meeting in order to settle any difficulties."

"Mr. Schriver told me he did his best to get Mr. Adams to bring about a meeting between either the chairman of the committee or the building committee instead of calling a special meeting of the full board of trustees, but to no avail. This committee, in my opinion, was bound to be criticized, and justly so, because of the fact that the membership large did not understand the problems and difficulties involved which caused all the delay and changes in the building."

"It is my opinion that if any pressure is brought to bear at Dallas, it will not be because of the committee but it will be because of the members of the board of trustees who have told me in no uncertain terms that the release to the press is not founded on the facts."

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## Takes Issue With Mutuals' Tax Plan

(CONTINUED FROM PAGE 2)

stantially less than the average margin of investment income."

"The principle which we have always supported is that the only true earnings of a mutual life insurance company are investment earnings on that portion of the premium retained in surplus or in reserves. The investment of these funds with the hope of gain and at the risk of loss is a pure capitalistic operation on behalf of the policyholders. The Supreme Court said, 'The fact that the investment resulting in accumulation or dividend is made by a cooperative as distinguished from a capitalistic concern does not prevent the amount thereof being properly deemed a profit on the investment.' (Penn Mutual Life vs Lederer.) I believe that the true profit of a mutual life insurance company is the net interest earned over and above that required to maintain reserves. Every dollar of such excess earnings is returned to the policyholders in the form of profits or is added to the surplus of the company which is held solely for their benefit. That part of such surplus interest earnings which is included in the policyholders' dividends is in all respects identical with dividends paid to stockholders of stock companies. Both represent profits; both should be taxed.

### Interested In Effect On Mutuals

"My principal interest, however, is with the effect of the tax on the mutuals. My competition is not primarily with the stock companies but with other mutual companies. My problem is meeting their estimated dividend scales. To the extent that these are determined by mortality costs and expenses of operations, we ask no quarter. However a tax discrimination in the area of what we have always said was the true income of a mutual company, to wit, the profits earned and

distributed from the investment of policyholders' funds is a horse of an entirely different color. This is particularly true when the distribution of such investment profits, which are taxed on a discriminatory basis, account for two-thirds of the dividends paid by some of our competitors. I feel fully justified in adhering to principles which heretofore we have all embraced when to desert them would be to the serious disadvantage of my company."

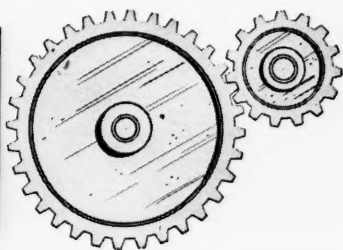
## Lawyers Get \$110,000 In Missouri State Case

Attorneys who represented stockholders of Missouri State Life in nine-year receivership and reinsurance proceedings, have been allowed fees of \$110,000 by Judge Ruddy of St. Louis court of appeals, who retained jurisdiction over the case when he was elevated from the St. Louis circuit court.

In a special memorandum, Judge Ruddy explained that attorneys for the stockholders had obtained additional financial benefits for the policyholders of Missouri State, and that as a matter of equity the stockholders were entitled to receive from the policyholders, through the special expense reserve fund, the \$110,000 to offset legal fees incurred by stockholders during the litigation.

Judge Ruddy, as circuit court judge, presided in the final accounting case that started in 1948 and ended April 1957 with a decision in which Judge Ruddy rejected the claims of Missouri State stockholders in a \$16 million suit against General American. He upheld net claims of \$1,480,303 for Missouri State policyholders in that decision.

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## Frederick R. Kappel Named Metropolitan Life Director

Frederick R. Kappel, president of American Telephone and Telegraph Co., has been elected a director of Metropolitan Life.

Mr. Kappel started as a groundman with Northwestern Bell Telephone Co. in 1924, and by 1942 was named vice-president in charge of operations. He became vice-president in charge of the long lines department of A.T.&T. in 1949, and later the same year was appointed vice-president in charge of the operation and engineering depart-

ment. He served as president of Western Electric Co. from 1954 to 1956, when he was elected president of A.T.&T.

## Government Employees Life Premium Income Rises 22%

Government Employees Life's premium income totaled \$1.4 million during the first six months, an increase of 22% over the same period last year. Life in force as of June 30, amounted to \$119.6 million, compared to \$98.6 million on June 30, 1957.

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